

THE AMERICAN STATIONER

DEVOTED TO THE INTERESTS OF THE STATIONERY AND FANCY GOODS TRADE

Vol. LXX. No. 21. NEW YORK AND CHICAGO, NOVEMBER 18, 1911.

PER ANNUM, \$2.00
SIX MONTHS, \$1.00

BOOST MEMBERSHIP

A Committee Made Up of Forty-five Traveling Men Appointed to Make a Country-wide Canvass for New Members for the National Association.

ON the last day of the Buffalo Convention, about thirty minutes was devoted to the discussion of ways and means for increasing the membership of the association. The recommendation contained in President Falconer's report to the effect that additional memberships might well be carried by the larger firms was favorably reported by the Committee on Resolutions, and the recommendation of the latter body was adopted by the convention.

This step is of importance, and means that in the future the houses who can afford to do so will in many cases pay increased dues by carrying two or three memberships, while the smaller concerns will continue as heretofore and not be confronted with the necessity of either paying larger dues or resigning from the association.

TRAVELERS TO INCREASE MEMBERSHIP.

Manifestly the real growth of the association will appear through bringing into the association dealers and manufacturers whose names are not at present found upon the roll, and the most important suggestion in this connection was that made by Mr. E. H. Doolittle, of C. R. Gibson & Co., to the effect that a large committee composed of traveling men should be formed in order that a thorough canvass of the entire country might be made during the coming months. This suggestion was received with a great deal of favor on the floor of the convention, many of the delegates having been prepared for it by remarks to the same effect which were made by L. E. Waterman in the lobby of the Hotel Statler on the previous night. A motion was made and carried that such

a committee be appointed, and after considerable reflection and investigation, President Lockwood has named a special committee, and each of the members has been notified by the secretary of his appointment. The list of those appointed will be found on page 4.

Five application blanks and ten copies of an announcement have been placed with each of the gentlemen appointed. The announcement referred to reads as follows:

NATIONAL ASSOCIATION OF STATIONERS AND MANUFACTURERS.

To all and sundry, meaning the skeptics mostly and the sleepers partly:

Answering your inquiry as to what the National Association of Stationers and Manufacturers has done, is doing and will do that is of interest to you, we suggest that you reflect upon the following:

A. Its Seventh Annual Convention was recently held in Buffalo, and from the proceedings there conducted it is obvious that the organization is a permanent and successful institution, destined to play an indispensable part in the progress of the industry of making and selling stationery products; whereas formerly it was deemed expedient to urge those not found upon its roster to mend their ways in this respect so that the organization might grow in numbers and influence, the time has now come when—because of its large membership and high efficiency—the burden is upon the non-members among the trade to explain which part of the above salutation is deserved in each particular case.

In a word, the privilege of co-operating in a successful commercial enterprise is now available to you, Mr. Skeptic and to you, Mr. Sleeper.

B. Its message of proper figuring of costs, sensible selling prices and intelligent inventorying to avoid overstocking, has gone broadcast through the land. This has cost time, effort and money. Does your self-respect permit you to reap the benefits without contributing to the

(Continued on page 4.)

A TALK ON COST

The Stationers' Association of New York Invites Non-Members to Dine and Listen to an Address of an Expert on the Question—a Rare Opportunity.

ON Monday night of next week (November 20) the Stationers' Association of New York will welcome all non-members of the association who care to accept its invitation to listen to a talk on Proper Methods of Accounting with Special Reference to Costs. This talk will be given at the regular monthly dinner of the association, which will be held at 6 o'clock p. m. at the Arkwright Club, 320 Broadway. While the speaker will treat the subject with a view to the needs of the retailer, he will nevertheless pay some attention to manufacturing cost. He will also be prepared to answer any questions that may be asked him.

J. Lee Nicholson, who will address the association and its guests, is a Certified Public Accountant of note, and a lecturer on his specialty at the School of Commerce, which is now an important department of the New York University.

The invitation of the association is extended to stationers in and about Greater New York, and the hope is expressed by its officers that a large number will be their guests for the evening. Only one man from each outside concern can come as a guest of the association; other can, however, come at their own expense at \$1.50 per plate.

In connection with the invitation there is just one stipulation, and that is that all stationers who accept the invitation should send notice of their acceptance before 10 a. m. Monday, November 20, to Theo. L. C. Gerry, 75 Broad street, New York. As the Arkwright Club, where the monthly dinners of the association are held, is a private club, it is necessary to know a few hours in advance just how many are to attend.

TO ORGANIZE

Preliminary Steps to That End Have Been Taken by the Philadelphia Engravers, Die Stampers and Plate Printers.

(From Our Regular Correspondent.)

PHILADELPHIA, November 14.—Inspired by the example of the Philadelphia Stationers' Association, which has been so potent in eliminating trade abuses, an effort almost crowned with success at the very moment it was made, is being put forth by the engraving, die stamping and plate printing trades of Philadelphia to organize. Letters of invitation to express opinions on the desirability of a "get together" meeting are now being sent out by E. A. Wright, jr., secretary and treasurer of the E. A. Wright Bank Note Company on behalf of his own firm, the William H. Hoskins Company, Stewart & Steen and John J. McCarthy. So approvingly was the invitation received that already there is assurance that an organization will be effected. No time has, however, been set at this date for a meeting, because the canvass of the trade has not yet been completed.

The call to the trade was contained in the following letter:

Gentlemen:—If you are satisfied with the present conditions existing in the engraving, die stamping and plate printing trades, this letter will not interest you—if not—and you desire to have some or all of the evils eliminated—it will. We are trying to have a "Get together meeting," and would like an expression from you as to your interest in this matter. We believe the getting together of the various firms in our line of work will be to our mutual advantage.

Kindly address replies to E. A. Wright, Jr., secretary and treasurer of E. A. Wright Bank Note Co., 1108 Chestnut street.

Respectfully yours,
(Signed) WILLIAM H. HOSKINS Co.,
STEWART & STEEN,
JOHN J. MCCARTHY,
E. A. WRIGHT BANK NOTE CO.

To the firms which responded Mr. Wright has just sent this letter, which officially defines the status of the movement at this date:

Gentlemen:—We are in receipt of your esteemed communication of recent date, and beg to state that we have received favorable replies from the Thos. J. Beckman Co., John J. McCarthy, The Stewart & Steen Co., The William H. Hoskins Co., The Keating Co., A. Pomerantz & Co., Huston Engraving Co., and each one of these concerns has assured us that they would be interested in a movement looking forward to the betterment of the conditions existing in the engraving business.

We are waiting to hear from the other concerns written to, and just as soon as we hear from them, favorably or otherwise, we will communicate with you and endeavor to arrange for a meeting where this subject might be discussed.

Assuring you of our personal appreciation and desire to join a movement looking forward to the betterment of existing conditions and with the kindest personal regards, Very truly yours,

F. A. WRIGHT BANK NOTE CO.,
By E. A. WRIGHT,
Secretary and Treasurer.

BOOST MEMBERSHIP

(Continued from page 3.)

expense? If so, have the same examined, for it needs attention.

C. It has assumed the publication and distribution of the retail selling prices recommended by its National Catalogue Commission to all of its members, free of charge. If you have followed these from the trade papers, are they worth

\$10.00 a year to you? (Note: See above as to your self-respect.) If you have not, can you risk that amount to try the experiment by getting all the recommendations from headquarters?

D. Its committees have brought about the 500 sheet to the ream count in book-ledger papers. An effort is being made to have the smaller sizes of ledger paper sold on a uniform price per pound basis; also to standardize certain of the loose-leaf products so that the present multiplicity of these devices need not be carried; also to do away with many apparently unnecessary sizes of blank books.

How about these things? Can they be accomplished in the absence of organized effort? You now have the opportunity of joining in a national endeavor to bring these and other results about.

E. It has held seven conventions in as many years, greatly to the benefit of the

trade. Even the youngest member who ever attended learned something of value in his business, so why not you?

The selection of Omaha for next year's meeting, probably along about September 9 to 13 inclusive, is referred to now, so that you will have plenty of time to make all arrangements.

Yes, we will send you a Year Book gladly, and with particular pleasure if your request comes with an application blank for membership and check for dues (\$10.00). Yours respectfully,

(Signed)

MILLINGTON LOCKWOOD, President,
Ellicott Square, Buffalo.

MORTIMER W. BYERS, Secretary,
41 Park Row, New York City.

TRAVELING MEN'S COMMITTEE.

The special committee of traveling men appointed by Mr. Falconer is made up of the following well-known travelers:

THE NATIONAL'S MISSIONARY BAND OF TRAVELERS.

E. H. Doolittle.....	C. R. Gibson & Co.....	New York
F. L. Coggin.....	National Blank Book Co.....	Holyoke, Mass.
E. J. Weis.....	Weis Manufacturing Co.....	Monroe, Mich.
R. H. Baxter.....	International Stationery Co.....	New York.
L. E. Waterman.....	L. E. Waterman Co.....	New York.
H. C. Sharp.....	Esterbrook Steel Pen Co.....	Camden, N. J.
G. E. Hamlin.....	McMillan Book Co.....	Syracuse, N. Y.
H. P. Rockwell.....	Yawman & Erbe Mfg. Co.....	Rochester, N. Y.
T. K. Brownell.....	T. K. Brownell Co.....	New York City.
J. M. Byck.....	M. S. & D. A. Byck Co.....	Savannah, Ga.
W. J. Chaplin.....	L. E. Waterman Co.....	Boston, Mass.
W. E. Cooper.....		Pittsburgh, Pa.
Uri Doolittle.....	W. H. B. Chamberlin.....	Syracuse, N. Y.
E. J. Kastner.....	L. E. Waterman Co.....	Montreal, Can.
Harry Heyman.....	Eagle Pencil Co.....	New York City.
H. J. Tyndale.....	Eberhard Faber.....	New York City.
W. L. Daniels.....	L. L. Brown Paper Co.....	Adams, Mass.
C. L. Keller.....	34 Churchill St.....	Buffalo, N. Y.
Harry W. Rogers.....	Wilbur & Hastings.....	New York City.
H. B. Brooks.....	Cooke & Cobb Co.....	Chicago, Ill.
J. T. Lacey.....	J. G. Shaw Blank Book Co.....	New York City.
J. H. Hildreth.....	Esterbrook Steel Pen Co.....	Camden, N. J.
W. H. Newhall.....	Shea, Smith & Co.....	Chicago, Ill.
F. I. Ellick.....	Omaha Printing Co.....	Omaha, Neb.
I. P. Denison.....	Irving-Pitt Mfg. Co.....	Kansas City, Mo.
G. A. Olney.....	Irving-Pitt Mfg. Co.....	Kansas City, Mo.
G. E. Dyson.....	Mittag & Volger.....	St. Louis, Mo.
W. H. Curtiss.....	Woodward & Tiernan.....	St. Louis, Mo.
S. S. Clayton.....	Clark & Courts.....	Galveston, Tex.
O. L. Jernigan.....	Lester Book & Stationery Co.....	Atlanta, Ga.
C. M. Marshall.....	Fielder & Allen.....	Atlanta, Ga.
F. A. Montelins.....	Macey Co.....	Grand Rapids, Mich.
L. E. Williamson.....	Thaddeus Davids Ink Co.....	New York City.
W. V. Pulford.....	American Lead Pencil Co.....	New York City.
W. E. Smith.....	L. E. Waterman Co.....	Chicago, Ill.
W. H. Wallace.....	Tower Mfg. & Nov. Co.....	New York City.
Sol. A. Arons.....	600 West 144th St.....	New York City.
Ray C. Martin.....	Boorum & Pease Co.....	New York City.
John Maine.....	58 Alger St.....	Detroit, Mich.
W. F. Purnell.....	723 K St.....	Sacramento, Cal.
Harry A. Tompkins.....	Scranton, Wetmore & Co.....	Rochester, N. Y.
Walter L. Furlong.....	Black Lithographing Co.....	Chicago, Ill.
C. P. Garvin.....	F. S. Webster Co.....	Boston, Mass.
C. S. Hemingway.....	Byron Weston Co.....	Dalton, Mass.
H. A. Van Derslice.....	Joseph Dixon Crucible Co.....	St. Louis, Mo.



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STAPLE ENVELOPES OF EVERY DESCRIPTION •

HOLIDAY TRADE ON

Boston Stationers are Already Selling Holiday Goods—The Engravers of the City Have Gotten Together.

New England Office, THE AMERICAN STATIONER, 127 Federal St., Boston, November 14, 1911.

Evidence of the near approach of the holiday season is to be seen everywhere in the displays of offerings for useful gifts. The store windows have been given up to toy displays much earlier this year than usual, and the "shop early" appeals are to be heard everywhere, with the result that the holiday business is already beginning to show its effect in the increase in sales of merchandise. The outlook for a big holiday trade is most encouraging, and, judging at this time, it bids fair to outdo that of preceding years. The jobbing trade is more than feeling the effect of the increasing interest, and on numbers of lines are selling direct from their stock instead of from their samples. It is especially interesting to note the continued demand for commercial stationery, and the orders are still coming in. Outside of the display of a few novelties for Thanksgiving little attention is given by the trade here to this event, they concerning themselves more with the Christmas and New Year lines.

DEMONSTRATION OF NOISELESS TYPEWRITER.

The "Noiseless" Typewriter Co., of Middletown, Conn., a comparatively new member of the industry, having been in operation not more than a year, is giving a demonstration of its machine in the store of Hill, Smith & Co. Judging from the work of the "Noiseless" and the many features it possesses over other writing machines as shown by the dem-

onstration, it certainly should assume the proportions of large sales.

As was reported in these columns several weeks ago, the Boston Engravers have finally gotten together with the idea of adopting many needed reforms in their business, and held a meeting last Tuesday night at the Quincy House, where a committee was appointed to submit a plan of organization. C. J. McKenzie, of the McKenzie Engraving Co., who has done more than any one person to bring the engravers together, will no doubt secure the nomination for the presidency of the first association of engravers to be formed in this city. Mr. McKenzie has been most untiring in his efforts to show engravers where by their mistakes they were not only doing a great injury to the engraving industry, but especially to themselves individually.

R. C. Mackie, representing S. C. Tatum Co., of Cincinnati, Ohio, made the rounds of the local trade after an absence of several months.

Among the traveling men to visit the local trade have been A. M. Holbrook, of Mittag & Volger; F. E. Sanger, representing Globe-Wernicke Co.; Mr. Beardsley, of Miller Bros. Co.; W. H. Meyer, representing American Bank Note Book Co.; J. E. Wilson, manager Essex Pad & Paper Co.; W. B. Smith, of Spencerian Pen Co.; Benjamin Rosenthal, representing Kalamazoo Playing Card Co.; J. A. Sherman, of the Sherman Envelope Co., and Mr. Brooks, representing the Whitecomb Envelope Co.

Among those expected to reach here during the week are L. H. Teller, representing the S. S. Stafford, Inc.; C. F. Wellenkamp, of Alfred Field & Sons, New York, and Leo Solinger, representing the Eagle Pencil Co.

D. E. Paris, representing the Hampshire Paper Co., of South Hadley Falls, Mass., manufacturer of Old Hampshire

Bond typewriting papers and "Stationery of a Gentleman," spent a day of the past week visiting the local trade and incidentally booking orders for these popular lines produced by his company. The company's "Stationery of a Gentleman" line is now firmly entrenched among the profit-producing stocks of leading stationers of the country, and is making such a strong hit that it requires little talk to induce the stationer to put it in stock.

W. A. Berry, representing the United States Playing Card Co., after several weeks' successful trip over his territory extending outside of Boston, is back here this week calling on the local trade booking orders for holiday trade.

A. A. TANYANE.

An Important Movement

A movement which may have far-reaching influences is being quietly arranged by our more prominent men of affairs, men less representative of High Finance than of the mercantile section of the people. The purpose is to gather suggestions from prominent business men as to how the present nervousness occasioned by the Government's anti-corporation activities may be overcome. The voice of business is to be raised—heretofore only the voice of the politician has been heard. While the movement is strictly one of business, it is believed that, as it grows, it may have important bearing upon the attitude of the two leading political parties. Before the time arrives for forming platforms for the next Presidential election the business community may have been so organized as to command greater respect than has been paid to it during the last few years. The public will learn more concerning this development before next summer.

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is the latest and most up to date size for business uses—oblong single sheet—just the proper size—with an oblong square flap envelope to match. Supplied in any Whiting paper but Whiting's Woven Linen and Bond papers are recommended as especially suitable. Stationers who cater to business men will find in this size a departure from the conventional which adds dignity to commercial correspondence.

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Makers of High Grade Papers

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MILLS: HOLYOKE, MASS.

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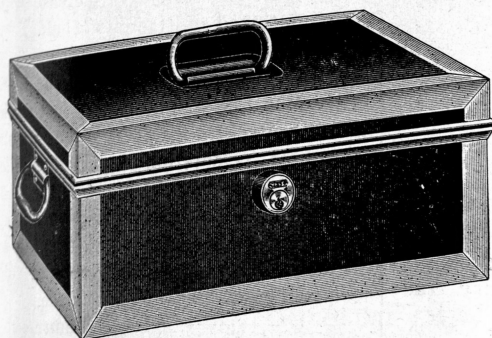
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Perfection typewriting paper for use on all typewriting machines in heavy, medium and light weights.

Made in linen, bond and onion skin, etc.

Sample book and prices sent on application. Large discount for the trade.



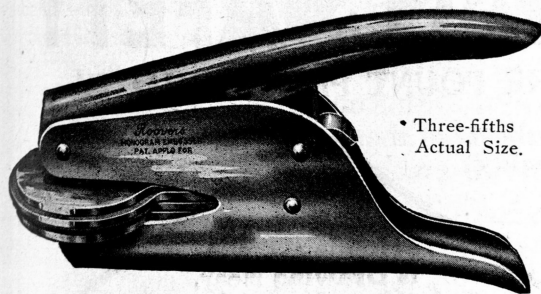
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• Three-fifths
Actual Size.

For \$1.50. A new number by the Roovers Bros., whose hand embossers have made such a hit with stationers. Weight less than 9 ounces. All steel, nickel plated. No brass or lead used for dies. Easy to operate. Made to last. Lock at catch on handle. Notary Public, Justice of Peace, Commissioner of Deeds, Corporation Seals, to retail at \$1.50; special words in center, \$2.00; seal with letter in center, \$1.50; address embossers, \$1.00 per line; \$1.50 for two and three lines; \$1.75 for four lines.

WRITE FOR TRADE PRICES WHICH GIVE LIBERAL PROFIT
See reading notice in this issue

ROOVERS BROTHERS,

Office: 100 Schermerhorn Street, BROOKLYN, N. Y.

THE DRYSDALE COMPANY, Inc.

CHICAGO: 209 South State Street

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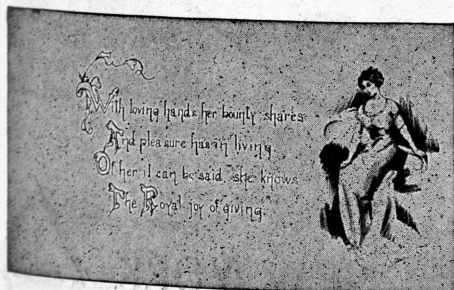
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Christmas and New Year Folders for the best trade. Plain Photogravures and hand colored. Our 1,500 line of Christmas Folders is the best 5 cent retailer in the market. Our 1,600 Folder holds the same position in the 10 cent field.

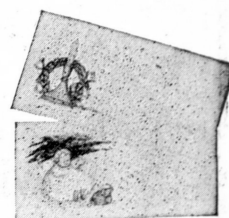
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THE DRYSDALE QUALITY is in a class by itself.

Better see samples before completing your line.
Address either office.



12 Designs—6 Ladies, 6 Gentlemen.
In Photogravure \$1.50 per gross.
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WEATHER BEARISH

A Drop of Sixty Degrees Has a Bad Effect
On Chicago Trade—Envelope Mfrs.
in Session—Mixed Reports

Western Publication Office,
431 So. Dearborn St., CHICAGO, Nov. 14, 1911.

The reports of business conditions during the past week among Chicago stationers is more or less spotted. With some trade is reported as holding up well and business good. Others say that it is more quiet than it was the previous week. This condition may in part be accounted for by the fact that we have been having weather conditions to contend against since Saturday morning which were truly extraordinary.

A cold wave which overspread the central and western States and then moved on eastward, is pronounced as one of the most severe in the records of the Weather Bureau for this season of the year, and following as it did, abnormally high temperature, record-breaking changes occurred over a large area. Freezing temperature reached to the coast of the Gulf of Mexico. Thermometers registered greater than 74 degrees above zero on Saturday night, and one heat prostration was reported on Saturday. Inside of a few hours there was a drop to four-

teen degrees above zero, or 60 degrees of difference. The cold has moderated somewhat, but it occasioned much suffering and discomfort while it lasted.

An association has been formed of Dearborn street merchants and property owners with the view of making that street the "White Way" of Chicago. It is planned to brilliantly illuminate the street at night from Lake street south to Van Buren, and make it the night thoroughfare of the city. It is understood that the plan has progressed so far that success is assured.

J. F. Beal, a stationer of Buda, Ill., was in the city yesterday purchasing goods.

C. H. Numan, of the Weeks-Numan Co., New York, who has been here for a week, during which he has enjoyed a successful trade, leaves tonight for Milwaukee, and will return thence east via Detroit.

H. Vrooman, a stationer of Kokomo, Ind., was a buyer from the outside in the city last week.

W. H. Wallace, the well-known representative of the Tower Manufacturing & Novelty Company, of New York, was calling on the Chicago stationery trade last week.

Miss Adelsburger, buyer for the stationery department of the Essworth store at South Bend, Ind., was in the city last week.

John F. Peteas, representing the Tension Envelope Co., New York, is calling on stationers this week.

Krause, Carrithers & Co., 102 N. Franklin street, is the style of a new firm which has entered the Chicago field of printing, stationery and office supplies. The firm is composed of Henry C. Krause and Le Roy Carrithers. The former was with Koehling & Klappenbach on Adams street for seventeen years. Mr. Carrithers is a more recent arrival in Chicago, coming here from Louisville, Ky., where he was with John P. Morton for about seven years. Both members of the firm are progressive, hard working, and well regarded. They already have established a good line of trade, which is certain to increase with their continued efforts in its behalf. They are deserving of success.

F. D. Waterman, president of the L. E. Waterman Co., was in the city last week, having come here direct from the Lincoln Memorial celebration at Hodgenville, Ky., where he was the guest of the Lincoln Farm Memorial Association during the exercises incident to the opening of the new building erected by popular subscription near Lincoln's birthplace.

THOMPSON.

In order to be a success a trade paper must help its subscribers—Let us know how we can serve you.

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Leakable



"SWAN SAFETY"

THE FOUNT PEN OF QUALITY

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Handsome
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Holiday Trade
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Is Your Stock of the

"SWAN SAFETY"

Complete to Fill
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on Request

Are you availing yourself of the publicity we are giving "The Swan Safety"? Stocking and displaying "The Swan" means quick sales and enhanced reputation. Quality counts.

PRICES \$2.50 UP

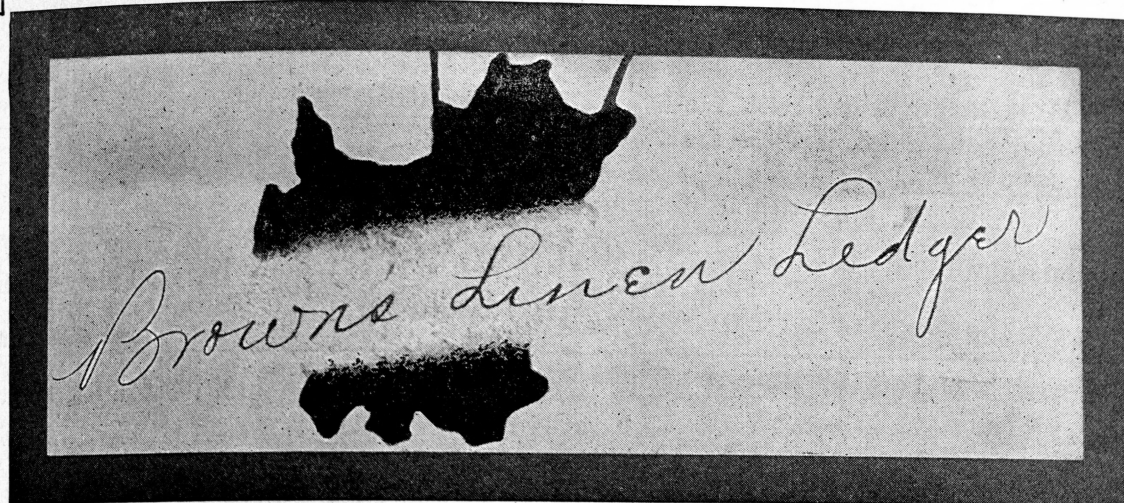
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Has Fine Writing and Erasing Qualities

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This test proves the fine erasing and writing qualities of this paper.

Under the erasing knife the heaviest blot disappears in fine powder. There is no rolling, tearing, shredding of the paper. No roughness, no holes. As many as six erasures can be made in the same place before the paper wears through.

And an erasure can be written over with a fine or coarse pen, without the ink running, blurring, or blotting—without the penpoint sticking, spattering or clogging. For the fine writing quality extends way through.

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Write for the Brown Sample Book. Every good stationer should possess it.

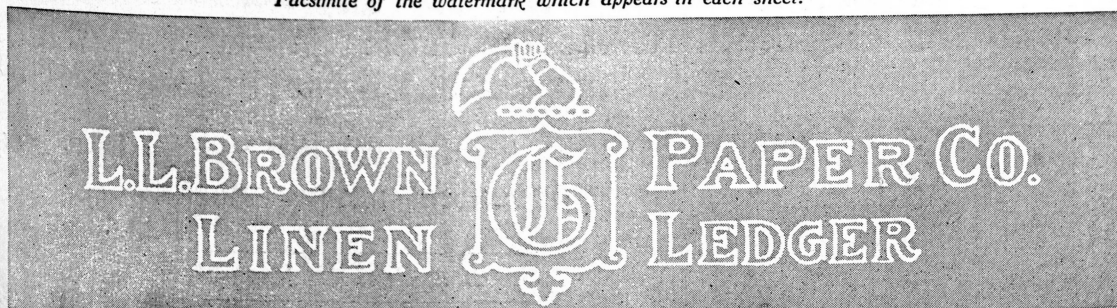
Brown's Linen Ledger is best for records that must be preserved. It never discolors with age. Great strength makes it ideal for loose-leaf systems—it won't tear out. It won't curl.

We make Ledger and Record Paper in several grades. We also make all Linen Papers for typewriting, checks, letter and bill heads, fine correspondence, etc. Write for complete details of the profitable Brown line today.

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The New Tint in "Royal Irish Linen" Paper

Pre-eminently appeals to people of culture. It possesses the fascinating charm of the English "twilight" so familiar to travelers abroad. "Twilight Gray" is a shade that harmonizes readily with all colors.

"TWILIGHT GRAY" Royal Irish Linen with WHITE BORDER on the note sheets and envelopes is particularly striking and artistic, and is the acme of good taste.

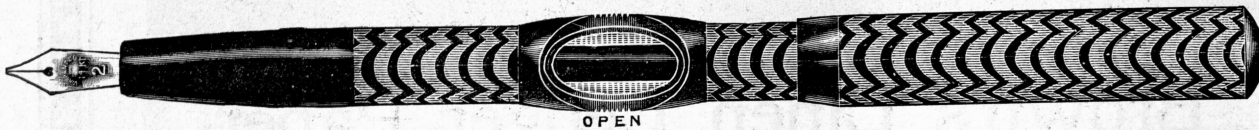
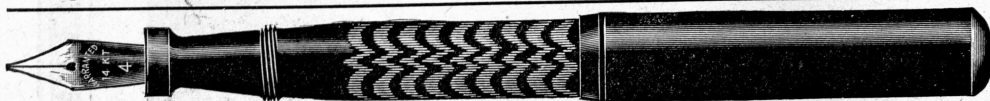
Write for samples and prices.

An attractive show-card sent with all orders for "Twilight Gray."

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116-124 Thirty-ninth Street
Brooklyn, N. Y.
Telephone 3804 Sunset



Made in three sizes No. 22, No. 23, No. 24. Plain, Chased and Gold Mounted. RIVAL No. 3 with Gold or Sterling Silver Filigree Mounting, for Holiday and Fine Trade.

Export trade solicited. Catalog illustrating our full line and giving Prices and Discounts will be sent to Dealers on request. We guarantee every pen.

D. W. BEAUMEL & CO., Office and Factory, 35 Ann St., NEW YORK

THE THREE RIVAL FOUNTAIN PENS


RIVAL NON-LEAKABLE

Perfect Fitting, air-tight joints form a perfect, absolutely non-leaking writing instrument.

NEW RIVAL

SELF-FILLER

Pen is filled by simply turning the collar in center of barrel to opening. Press hard rubber bar, release and pen is filled. No metal parts to corrode or rot rubber sack. Has all the good, reliable features to be found in any of our pens, plus the special advantage just mentioned.




COLLINS EUREKA INK ERADICATOR

REMOVES INK FROM PAPER AND CLOTHING

Made in two sizes to retail for 25¢ & 35¢

AT ALL JOBBERS

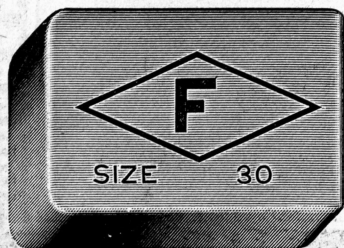
The Collins Ink Eradicator Co. HOBOKEN, N.J.



Eberhard Faber F Red Pencil Rubber

A fine quality soft, red pencil rubber, the erasing properties of which are not excelled by any rubber.

No. 1025



Made in 5 sizes: 20, 30, 40, 60 and 80 to a box, in convenient oblong blocks.

Samples Sent on Request

Eberhard Faber - - - New York

TRADE ITEMS

The extremes in temperature, which characterized the weather of the past week, had a very unfavorable effect on general business, and stationers suffered in common with merchants in other lines. Throughout the West the weather conditions were very unusual and for that reason the loss of trade was greater in that section than elsewhere. Trade with the retailers this week is fair, the reports of the stationers being, however, somewhat mixed, some saying that it is quiet, while others report a seasonable volume of business. With the manufacturer trade is a little slow just now, because he has supplied his customers with their holiday goods. The jobber is, of course, busy taking care of the needs of his trade. The retailer, while not so active as he would like to be, has his time pretty well occupied in preparing for the holiday season.

A fifteen-year-old forger, who tied up the affairs of Favor, Ruhl & Company, dealers in art supplies at 49 Barclay street, New York, stood before Justice Hoyt in the Children's Court, in that city last Friday, and sullenly pleaded guilty to forging indorsements on checks amounting to several hundreds of dollars. Harry Grandofsky is the boy's name and he lives at 200 Sackman street, Brooklyn. Some time ago he went to work for Favor, Ruhl & Company under the name of Harry Grand. Harry was discharged and after he had been gone a few days the firm found that checks sent to them had never been received. Letters asking customers to pay their bills brought angry responses that the bills had been paid. Harry explained in court that he followed the simple method

of getting Favor, Ruhl & Company's mail at the General Post Office after he was discharged. He would collect the mail every few days and select the letters that appeared to have checks. The rest he would destroy. Then after forging the firm's indorsement he deposited the money under the name of John Wilson. Just how much the boy got is not known and won't be known until Favor, Ruhl & Company straighten out the tangle in their books. It is expected to reach several hundred dollars.

The following gentlemen have been appointed members of the Banquet Committee of the Stationers' Board of Trade, of New York: Arthur P. Jackson, Charles F. Kempin, Willis O. Huston and Frederick P. Seymour, chairman.

The Kabus Rubber Company, of New York, and the Eugene Dietzen Company, of New York and other cities, have just been elected to membership in the Stationers' Board of Trade, of New York.

An involuntary petition in bankruptcy has been filed against the Peoples' One to Twenty-five Cents Department Store, a corporation located at 657 Tenth avenue. The liabilities are given as \$4,000 and the assets at \$900.

The telephone number of the Marcus Ward Company, of 116-124 Thirty-ninth street, Brooklyn, N. Y., has been changed from 304 "Bay Ridge" to 3804 "Sunset."

E. C. Jourgensen, of 98 Maiden Lane, New York, has sold and disposed of all of his interest in the Stationery, Printing, Lithographing and Internal Revenue publishing business, which he has been conducting for many years last past at the above address, to Robert A. Haag, who for the last few years has been the sole and actual manager thereof.

On Friday of last week, J. Frank Quinn, of Grand Rapids, Mich., opened a new stationery store on his own account, at 103 Ottawa street, in that city. Reporting the item the Grand Rapids Herald had the following to say in regard to Mr. Quinn: "Thirty years ago, on his birthday, Mr. Quinn began his business career as a stationer's clerk. For several years previous to its transfer to the E. Higgins Company he was secretary of the W. Millard Palmer Company's book and stationery establishment. Gifted by instinct and endowed by experience and an expert knowledge of the stationery and engraving business, Frank Quinn is particularly adapted for the new venture, which in defiance of the superstitious traditions of the day of the week was launched on the epochal anniversary date, November 10, which happens to fall on Friday. Mr. Quinn is in direct touch with Tiffany, of New York, and Bailey, Banks & Biddle, of Philadelphia; therefore, is in an exceptional position to supply the Grand Rapids public with the latest fashions and designs in the line of goods he will handle. His store, formerly occupied by an undertaking firm, has been handsomely remodeled and refitted for its future uses. The opening on Friday, as was expected, took on much the semblance of a fashionable reception."

Henry D. Quin, proprietor of the Quin Blank Book & Stationery Company, of Milwaukee, Wis., has filed a petition in bankruptcy, giving his liabilities as \$885 and his assets as \$15,500. An involuntary petition in bankruptcy was recently filed against the company. Quin is to pay Edith Quin, who claims to be his common law wife, \$30 a week temporary alimony.

(Continued on page 15.)

The Man or Woman With a Personality

will insist upon distinctive writing paper. There is a style to suit every personality in Hurd's Fine Stationery. Its use is a mark of individuality—that individuality which nothing but distinctive quality and exclusive pattern can give.

The people who buy such goods are the people you want for patrons. Hurd's Fine Stationery, in your department, will build and maintain such a trade for you.

It is made in a choice variety of fashionable shapes and tints.

We have several new designs in the Goodall line of playing cards, which are made in London. These cards are popular on account of their superior quality and exclusive designs.



GEORGE B. HURD & CO.

Fine Paper Makers

425 and 427 Broome Street, New York, U. S. A.

**WE MAKE THE
BEST THAT CAN BE
MADE AND SELL
TO DEALERS ONLY**

NEXT TO THE "KOH-I-NOOR" COPYING

"MEPHISTO" COPYING PENCILS



are without question the best Copying Pencils made. Our sales of "Mephisto" Copying Pencils are several times greater than those of all other brands combined. This tells the story of what users think of their quality and why we always recommend them.

Made in two degrees: 73-Band 73-B Hard. Corresponding Numbers with red tip, 77 and 77 Hard.

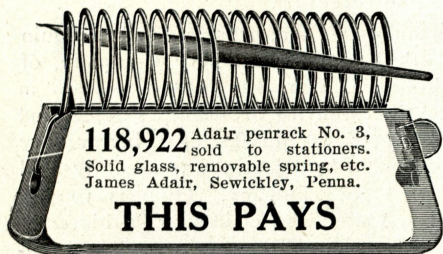
New Violet lead writing, without gloss, especially designed for working under artificial light—173-B and 173-B Hard.

HENRY BAINBRIDGE & CO., 99 and 101 William St., New York
IMPORTERS AND WHOLESALE STATIONERS

We offer to the trade PURE RUBBER BANDS

made of the finest Beni Bolivian Fine Para Rubber, guaranteed for 5 years, at the right price. Write for samples and quotations.

KABUS RUBBER COMPANY - - - 44-60 East 23d Street, N. Y.



Acme Plate

Portable Blackboards

DEALERS:

Send today for our new 120 Page Catalogue "F G" a complete directory of Blackboards and School Supplies



The world's largest Manufacturers of Blackboards and School Supplies.

American Seating Company

218 S. Wabash Ave., Chicago

Sample of our ACME PLATE free on request. Made in black and green.

Adopted by U.S. Government. 120,000 ft. recently shipped to Philippines.

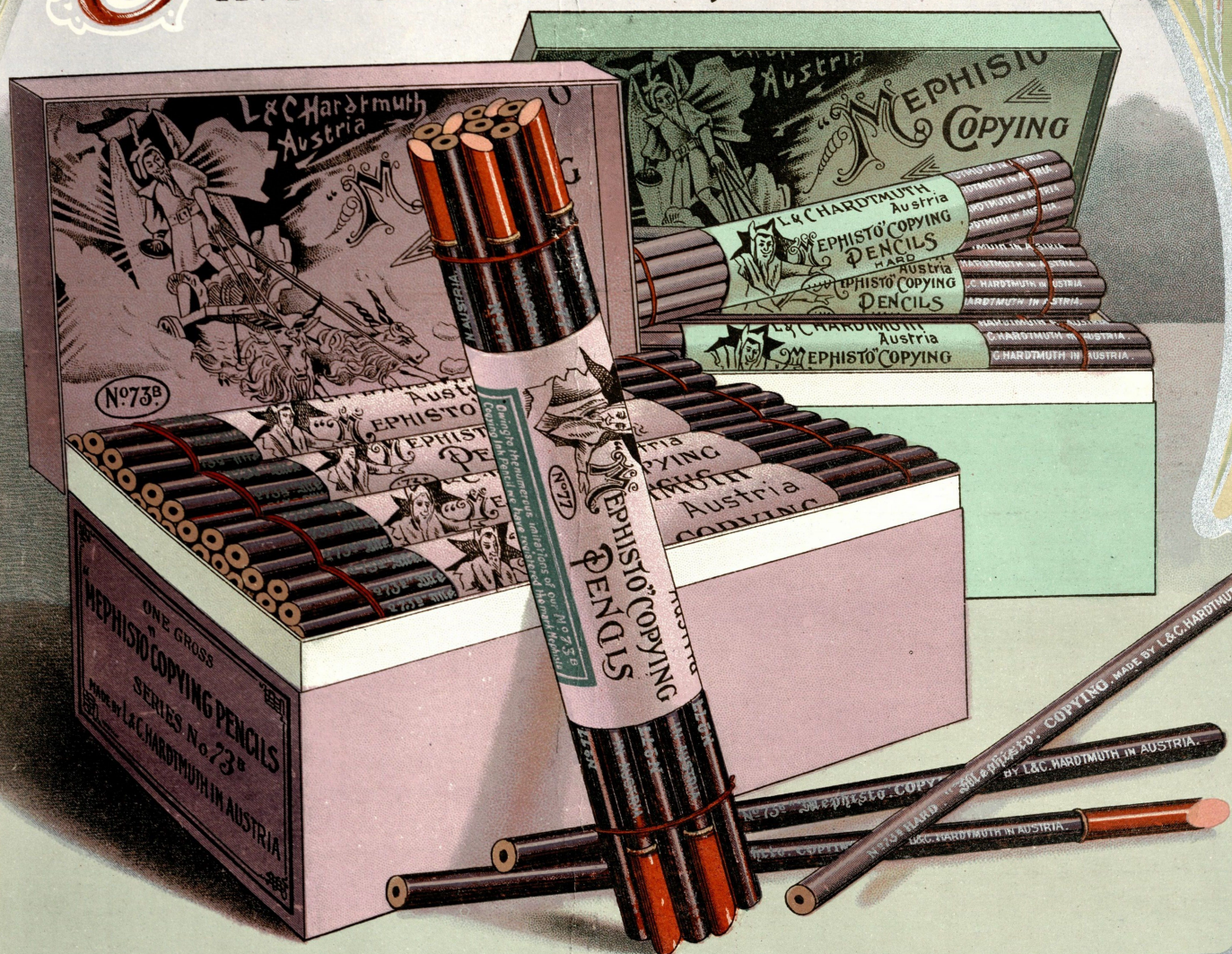
THE
Fountain Head
OF ALL
GOOD CRAYONS
MANUFACTURED BY
BINNEY & SMITH CO
81-3 FULTON STREET
NEW YORK

SAMPLES AND PRICES
ON APPLICATION

L.&C. HARDTMUTH'S

"MEPHISTO"

№ 73^B & № 73^B HARD
№ 77 & № 77 HARD, WITH RED TIPS



COPYING PENCILS

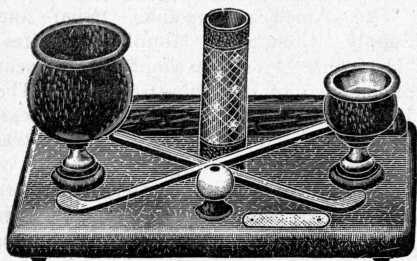
MAKE PERFECT COPIES · DO NOT BREAK ·
· FREE FROM GRIT ·

SUPPLIED AND RECOMMENDED BY ALL LEADING STATIONERS THROUGHOUT THE WORLD

Novelties for the Trade

AMERICAN NEWS CO.

Stationers who are in need of some extra holiday goods would do well to

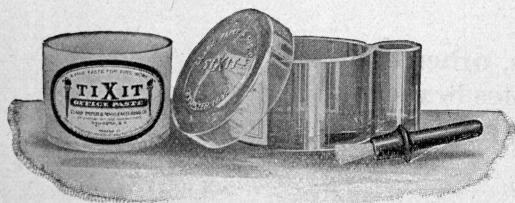


SMOKERS' SET—AMERICAN NEWS CO.

look over the stock of the American News Company, 9-15 Park place, New York, as there are many good sellers in the company's list. As these are going rapidly no time should be lost in ordering, some lines being already pretty well broken up. In these odds and ends there are many bargains which afford the trade an excellent chance to secure high-grade articles at a nominal price. A few articles out of the company's stock are shown herewith. All of these are adopted to the holiday trade.

"FIXIT," A NEW PASTE

The Weeks-Numan Company, of 39 Park place, New York, is now distributing to the trade a new paste known as "Fixit," for which it makes strong claim of superior excellence. As the company offers to redeem any of its sales if the purchaser does not think it is the best and cheapest paste he ever saw, the trade should give it a trial, as there is nothing to lose under such a guarantee. The outfit sells usually for 50 cents, and when it's empty the stationer sells a refilled for 15 cents, whereby the customer is saved the difference between the cost of the outfit and the refill. The money saving feature of this proposition ought, the company thinks, to interest the



FIX IT—THE NEW PASTE.

trade. In regard to the paste it is stated that it is not of the ordinary kind as it is white, soft, smooth and very sticky. Be-

sides it will not sour or mould, but will keep forever. The company guarantees absolutely the contents of every package. Further information will be furnished on application.

PYRO-BRASS NOVELTIES

With the holiday season at hand, the demand increases for gift novelties, and to fill the same, F. Weber & Co., the well-known artist and drawing material house of Philadelphia, with branches in St. Louis and Baltimore, have added a large line of new pyro-brass craft articles, this being a combination of wood for burning and brass for piercing, which when finished, make exclusively ornamental and useful household articles, especially adapted for gifts and dealers would do well to place their orders



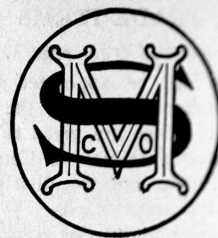
HOLIDAY GOODS—AMERICAN NEWS CO.

early to insure delivery in time for the Christmas rush.

In addition to the above, this firm calls attention to its regular stock of paint boxes, oil and water color outfits, pastel outfits, all brass and pyrography articles and outfits, stencil and modeling outfits and materials, from which assortment the most appropriate and practical gifts can be selected.

The superior quality of their "Fabriano" hand-made drawing and water color and charcoal papers (also made up in blocks) is too well known to require further comment. Sample books of either furnished on request. Also lists of "Holiday Suggestions" may be had on application.

The Samuel C. Tatum Company, of Cincinnati, has just added three new numbers to its line of stationers' specialties, a memorandum desk calendar, the "Gem Superba," which has a brushed brass base and leather



Carbon Paper Quality

Figure it out for yourself! Does it not stand to reason that we would never have grown to be the biggest manufacturers of Carbon Paper in the World unless our Carbon Paper Quality was superior to any it met in competition?

Not only that, but every repeat order is up to standard. Our customers know that they can rely on our Quality every time.

Why not send for samples and satisfy yourself.

Manifold Supplies Co.

A. L. FOSTER, Pres.

O. G. DITMARS, Vice-Pres.

180 THIRD AVENUE
BROOKLYN, N. Y., U. S. A.



Quality Service and Price

These are the strong factors in any line of merchandise. When a manufacturer sets out to popularize a certain line of goods and spends his money advertising it, he naturally thinks first of its *Quality*. He sets a standard for this, and he maintains it. He can not afford to lower this standard, for if he does, all the expense of introduction is lost. The consumer has learned the wisdom of *buying* advertised goods, because he knows a judicious advertiser will not falsify. Wise stationery dealers are stocking the new

DeLuxe Line

of standard loose-leaf devices, because they know it is made on a high standard of *Quality*, and that more money is being spent in acquainting the consumer of this standard than was ever spent before in a loose-leaf advertising campaign.

The De Luxe Line satisfactorily meets every loose-leaf requirement from the highest grade current ledger down to the simplest sheet holder. It is made right, packed right, priced right, and shipped promptly on receipt of order. The burden of our Sales Department does not end when De Luxe goods are placed on your shelves, but when they are sold to your customer.

The De Luxe advertising campaign is free to you with your first stock order. Send for the DE LUXE DEALERS'

PROPOSITION — to-day — and get the *right* start in Loose Leaf.

C. S. & R. B. CO., Inc.

Sacramento and Carroll Avenues

CHICAGO, ILL.

cover. These are put up in a fancy box and are designed for the gift season. The company is also putting out a new cheap binder "Utility" in three styles suitable for legal papers, special correspondence, etc., requiring a temporary holder and transfer.

The company's new office punch, "Marvel," is guaranteed to punch more sheets than any other on the market. The company will be pleased to send its complete catalogue to those in the trade interested.

POCKET SEAL EMBOSSE

The Roovers Brothers, of 100 Schermerhorn street, Brooklyn, N. Y., have just gotten out an all-steel pocket seal embosser that all the larger stationers should have in stock because of its superior advantages. This little article



weighs but nine pounds and sells for \$1.50. It is, as stated, made of all steel, is nickel plated and is therefore very

durable. No brass or lead are used in the embosser for dies.

Because of their successful experience with the Roovers Brothers' hand embossers, stationers will want to get early information in regard to the selling

MORGAN J. WILBUR
35 E. MARKET ST.
CORNING, N. Y.

prices and discounts on the new article. The makers will gladly furnish trade prices on request.

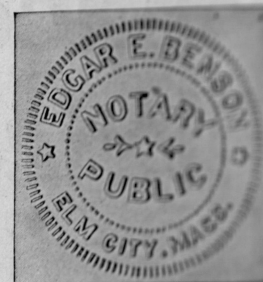
The new embosser is easy to operate and is made to last. There is a lock at catch on the handle. According to the retail prices named, a seal for a Notary Public, Justice of the Peace, Commissioner of Deeds or Corporation seal retails at \$1.50 each. With special words in the center the price for such seals is \$2.00; for a seal with a letter in the center the price is \$1.50. Address embossers retail at \$1 per line; those with two or three lines sell for \$1.50; for four lines the price is \$1.75.

Roovers Brothers have an established reputation on goods of this character, and for that reason stationers, in handling their products, are selling staple articles of merit.

CHECK STUB HOLDER

The Maxim Check Stub Holder, as is well known, provides what the writer calls a third hand, which is so much appreciated when writing out checks. As shown in the illustration, the writer holds an invoice in his left hand while filling in the check, and is able to devote all his attention to that task. This he is enabled to do by the assistance of the stub holder, which relieves him of the necessity of using his elbow to hold back the bunch of stubs.

This holder is made to fit all sizes of check books, and is light and easily adjusted. With it the book lies perfectly flat when closed. The holders come packed a dozen in a box in assorted or single sizes. They retail for 25 cents each. The



A. Weeks Manufacturing Company, of 31 John street, New York, is the manufacturer of this, and the other "Maxim" specialties.

The Miehle
The Miehle
The Miehle
The Miehle

High-Speed, Four-Roller, Front Delivery, Table Distribution Book and Job Press. Made in eleven sizes, from 26 x 36 to 48 x 65. Built to do the finest class of printing. Specially adapted for half-tone work both in black and in colors. It is the standard flat-bed press of the world to-day, and the producer of a greater quantity and finer class of work than any other press.

High-Speed, Two-Roller, Front Delivery, Table Distribution Book and Job Press. Made in six sizes, from 30 x 42 to 45 x 62. This press is designed for a little cheaper class of book and job work than our Four-Roller, differing only in the number of form rollers, having two instead of four; otherwise it is similar in all its other features, and is faster.

High-Speed, Two-Roller, Rear Delivery, "Rack and Pinion" Distribution Job and News Press. Made in five sizes, from 30 x 42 to 43 x 56. Its method of distribution is "rack and pinion cylindrical" instead of "table." The class of work to which it is more especially adapted is newspaper and poster work. Felt packing used. It is very fast.

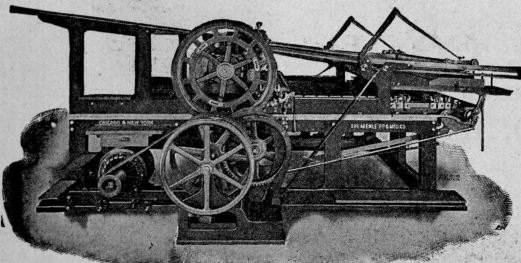
High-Speed Pony Press. Two-Roller, Rear or Front Delivery, "Rack and Pinion" or "Table" Distribution. Made in two sizes, 25 x 30 and 26 x 34. This press has a well-earned reputation for remarkable speed and the superior quality of work it does.

OUR SHEET DELIVERY, which delivers the sheet PRINTED SIDE UP OR DOWN, as may be desired, we put on all our presses, with the exception of the "Job and News" and the smaller sized "Pony." This adds but little to the cost of the press to the purchaser and is a great convenience.

FOR PRICES, TERMS AND OTHER PARTICULARS ADDRESS

MIEHLE PRINTING PRESS & MFG. COMPANY

CHICAGO, ILLINOIS, U. S. A.



Main Office and Factory:
14th and Robey Sts.

South Side Office:
326 South Dearborn St.

New York Office: 38 Park Row
Boston Office: 164 Federal St.
Philadelphia Office: Commonwealth Bldg.
San Francisco Office: Williams Bldg.
Dallas, Texas, Office: Juanita Bldg.

Paris Office: "Societe Anonyme des Presses Typographiques Miehle, 7 Rue Laffitte, Paris, France."

Berlin Office: "Miehle-Druck-Pressen G. m. b. H." 16 Friedrichstrasse, Berlin Germany.

"Herm Stoltz & Co., Avenida Central, Rio de Janeiro, Brazil."

DEBTS—SECURITY

and a judgment that what a
long time he gives him.

400 *Journal of Management Education* 33(4)[illegible]

the claim is full. He stated that he had only his business, from which, however, he could pay a certain substantial sum every month. Substantial as the proposed installment was, however, it would have postponed the final payment of the claim for nearly two years.

廖正兴等：论中国农村土地流转的障碍与对策

When asked for security he did not know what he could give; offered first a promise, my note and second a judgment note, both of which were rejected for reasons which I will discuss further on. It was finally arranged that he should give a second mortgage on his house which should take the form of an installment mortgage, that is, a mortgage which provides that certain installments should be paid on it periodically.

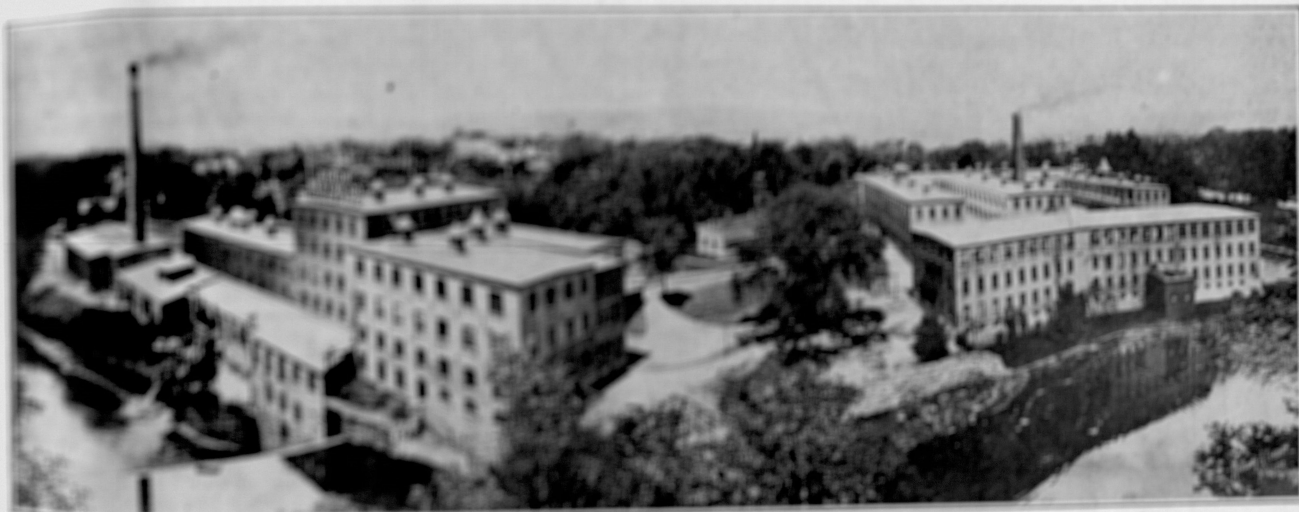
The effectiveness of such a strategy depends on the ability to identify the relevant groups and the ability to influence them. The effectiveness of such a strategy depends on the ability to identify the relevant groups and the ability to influence them.

Byron Weston Co. Improves Plant

To meet a marked increase in the demand for its linen record, ledger and bond papers, the Byron Weston Co., of Dalton, Mass., has recently enlarged and greatly improved its plant. A 1,200 horse power steam turbine and an up-to-date electrical equipment, amounting to 2,500 horse power, have been installed. The latter consists of a 400 horse power synchronous motor, eight induction motors of from 10 to 350 horse power, eighteen direct current motors and two direct current generators of 30 and 100 horse power.

Byron Weston linen record paper, B-W Dufrance bond and Byron Weston new Hinged linen record paper for loose leaf books now constitute the product of this company.

The new "Hinge" is made by a patented process of manufacture which gives a perfect flat lying paper without a wavy edge.



GENERAL VIEW OF THE ENLARGED AND IMPROVED PLANT OF THE STROM WESTON COMPANY, DALTON, MASS.

There is gross misalliance here allegedly
due to night without sleep.

... good example of some of the things I will take care which was to me only a short time ago. The class was was a wholehearted leader and the group was a man who was a major force in their handling the products and also a cooperative business. The last part of my class within a few weeks according to nearly 2000, all of which required capital, and this was an early one. It was a lot of work.

1. After's circumstances were those
2. of some in stock and future
3. were represented as large sum of
4. The business was good, but was
5. used in which execution could
6. possibly be found.

[illegible]

...and the results are as follows:

It was found that the main reason for the failure of the system was the lack of communication between the different departments.

The impulse to get security of some sort is a case like this would seem so certain to occur to a business man that it first glance I would appear to be wasting time in discussing it.

His argument, however, leaves out that the average business man cannot afford to make the advantage of his security in such cases, or if he does realize it and takes it, that he is likely to lose security in no amount of time at all.

Consider the position of the creditor in the case I have cited, if he had not taken security. Certain under the arrangement not to be paid in full for two years, he would have been wholly dependent on the ability of the debtor to make the monthly payments he had agreed to make.

2000年12月25日 星期三

A familiar definition is given like this on a page referred to in that "I'm perfectly sure, to the last and entire," if there was

(Continued on page 28)

It can be incorporated in any width and placed in any part of the sheet. The surface is in no way affected, and the treated section can be ruled, written on or erased as well as any other, making a consequent saving in paper over former methods. Other processes thicken yet weaken the paper. The Hinged record paper will be carried in all loose leaf sizes and weights.

A cordial invitation to visit Dalton and inspect this model plant in "The Paper Valley of the Berkshires" is extended by the Byron Weston Co. to all friends in the stationery trade.

The Country Merchant's Advantage

One advantage the man in the country has over the big department store is that he can have a little chat with a customer every time he comes in the store. This goes a long way towards bringing and sustaining trade. It puts a man in a pleasant frame of mind and makes him think you are taking an interest in him and value his trade.

DEBTS—SECURITY

(Continued from page 23.)

a law compelling the debtor to keep his real estate this false feeling of security might have some foundation. An ordinary debt such as this, however, does not constitute a lien, and a debtor with real estate can transfer it tomorrow, if he likes, thus utterly destroying all the security which the creditor thought he had.

An ordinary promissory note is worse, for this reason: It not only doesn't pay the claim when it is given, *but it prevents the creditor from making any effort to collect it until the note is due.* This sometimes defeats all chance of realizing upon the claim.

For example, in a recent case in which I was collaterally interested, A owed B \$1,500 which he was to have paid him on a certain date. When the date arrived he was unable to pay, and without taking counsel B agreed to accept a promissory note in payment. What was in his mind was this—that he could discount the note and raise the money on it at once, which he badly needed to do, but he forgot that if the note was not paid at maturity he would have to pay all the money back again.

At the date when the note was given A owned a piece of valuable real estate, and if B had sued him then he could have

gotten every cent of his \$1,500. The note was payable in three months. During the second month A sold the property, as he had a perfect legal right to do, notwithstanding the note, and when the note came due he held no property whatever. The note went to protest, and B sued—too late—and got a worthless judgment.

There is one condition under which a note does not prevent a creditor from proceeding on the original claim before the note is due, and that is where it is understood between the parties when the note is given that it is not given in settlement of the claim, but only as collateral security.

Where there is the least doubt that the note will be paid, the creditor who accepts it from his debtor should always have it clearly understood, and if necessary write it in the document itself that the note is taken as collateral security. Of course in this case he cannot discount it, or otherwise dispose of it, unless the debtor refuses or neglects to pay the claim itself.

JUDGMENT NOTE AS SECURITY.

A judgment note is much superior as security to an ordinary note, though not quite so good in my judgment as a mortgage. A judgment note made at one day, or at sight, and which can be entered up in court and judgment taken on it at once, affords pretty good security, but in a large majority of cases a debtor who gives a

judgment note refuses to enter it up because he doesn't want the judgment standing of record against him.

Inasmuch as a judgment note does not go into a man's pocket as an ordinary note, and therefore no lien on real estate, a judgment note held under such conditions affords no better security than an ordinary note.

A mortgage places a creditor where he is as safe as any unpaid creditor can be. His mortgage will usually be a *first mortgage*. If the debtor should alienate in the interest on the first mortgage on the property is sold under foreclosure proceedings, the creditor can easily buy it to property and possess the equity, along another mortgage on it is given of the first mortgage, to get back the money he had to pay to buy it, if he wishes to. If the installments on his own mortgage are unpaid he can himself mortgage and buy in the property, often without paying a cent in cash.

The moral of this is first, that a prudent man should never grant a debtor a long period of time to pay a claim without acting security whenever it is possible to get it, and second, that a mortgage is far better on real estate, is the best possible security in such a case, also that a judgment note comes next, and that an ordinary promissory note is often worth nothing.

TALLY CARDS

A thousand and one different kinds; original designs—all decidedly catchy, attractive and appropriate—suitable for all card games. *Always sell when others fail.* Our special assortments *positively* comprise the newest things in tally cards.

WHEN CUSTOMERS CALL FOR THE BEST OF ALL show them "GIBSONS." Wide range of prices, from 50c to \$15.00 per 100 net.

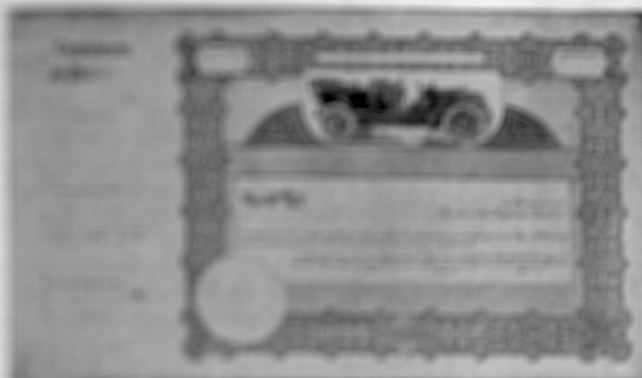
THE GIBSON ART CO. :: CINCINNATI

Note:—CINCINNATI. We have no New York Office

Every
Stationer and
Printer
should
have
them.

Established 1879 Goes CHICAGO.

Originators
and
Producers of
The Blanks
of
Quality.



General Receipts of one of our 100 styles of Stock Certificates.

Lithographed Stock Certificates and Bond Blanks

The finest and most complete line on the market.

- 100 Styles of Stock Certificates, suitable for every industry and more to follow.
- 10 Styles of Bond Blanks for municipalities and corporations.
- 10 Styles of Bond Blanks for Colleges, High and Public Schools.
- 5 new Styles from Mortgage Real Estate Notes.

Let us figure on your next order for anything special in the line of Stationery, Margins, Show Cards, Labels, Color and Commercial Lithographing of any description.

We aim to serve the Stationer and Printer.

Send for samples and prices.

1912 Calendar Pads, 72 styles and sizes.
Original and artistic designs.

GOES LITHOGRAPHING CO. CHICAGO

Wm. F. KROEMER, President

Write and Check No. ——— WE LITHOGRAPH FOR THE TRADE ——— Address Dept. A. 5.

606. CONGRESS PLAYING CARDS, GOLD EDGES.

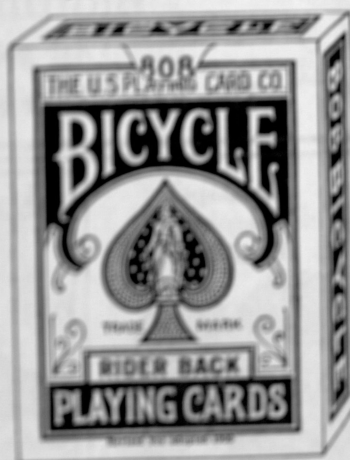
1000 of 100 different styles. Each package—Good for Bridge.



These games are made according to the original and designs, which are the best and most complete, and are the best and most complete—consequently designs are beautiful, modern and reliable.

808. BICYCLE PLAYING CARDS.

Ivory or Air-Cushion Finish.



Reduced size set of Bicycle box.

Special skill and years of experience have developed
Water resistant playing qualities.

We advise all the eyes to see BICYCLE CLUB INDEXES.

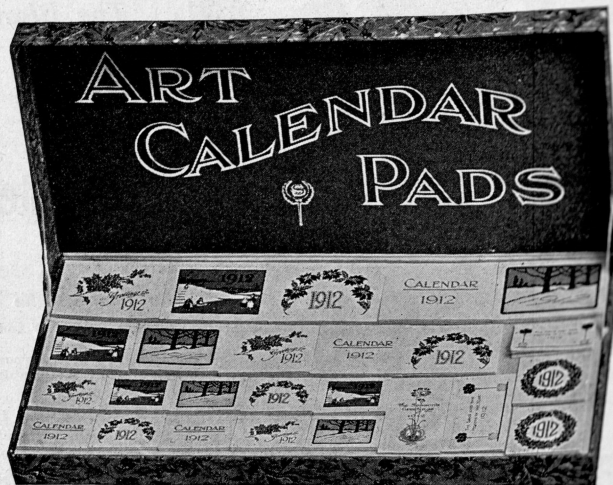
Our experienced designers create cards and boxes on a foundation of skill—write us and we will send by return mail, FREE OF CHARGE, 100 and 1000 cards in your choice of 100 styles—designs of past years selected.

THE UNITED STATES PLAYING CARD COMPANY, Cincinnati, Ohio.

ART CALENDAR PADS

The most approved way of displaying art calendar pads is that shown in the accompanying illustration and used by W. J. Anderson & Co., of 341 Broadway, New York, for packing its assortment of 250 pads. In this line there are 90 of the larger

a very large assortment can be shown in compact form. The appearance of the box has been found to attract trade, as it is a great improvement on the old way of having them scattered over show cases or on counters, where they become damaged by the handling and lack of care. By the new



and 160 of the smaller sized pads, 20 different styles in all.

As art calendar pads have now become a feature of the holiday trade, wide-awake stationers carry them and make a good profit by so doing. The box illustrated herewith is $7\frac{1}{4} \times 14\frac{1}{4}$, and is a most attractive way for displaying these goods, as

method the customers can virtually wait on themselves, and without injury to the goods, as all the styles are in plain sight.

In their present preparations for the holiday trade stationers should not overlook the advantages of calendar pads, as they add to the attractiveness of a store, and are good profit producers. Further infor-

mation is requested to those who desire to obtain by addressing W. J. Anderson & Co., 341 Broadway, New York.

W. H. Currier Attempts Suicide

(From our Regular Correspondent.)
St. Louis, November 14. W. H. Currier, until recently manager of the stationery department of Westcott & Thomas Printing Company, committed suicide by shooting himself in the chest November 13. Physicians at the hospital where he was taken say that he will probably die. Currier did so not explaining his death, but some believe it to be the loss of his position and the result.

Mr. Currier was one of the 40 delegates to the Buffalo convention and is well known in the trade in general. For the past year he had been assistant manager for Westcott & Thomas, which position he resigned on November 7. Prior to this he was manager of the St. Louis office of Currier & Erbe Manufacturing Company. Mr. Currier will also be remembered as the manager of the First "Bourgeois" Club held by the St. Louis stationers last year.

Currier was not married, owned a \$2000. house, and had a car. He was a member of the St. Louis Chamber of Commerce, and lived at 9 North Third street, St. Louis. Cause not known.



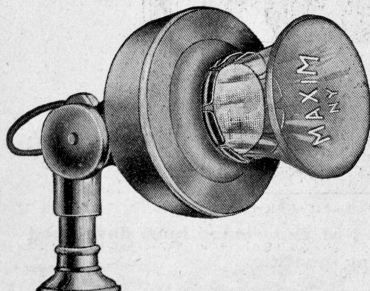
The Famous MAGNET AND COLUMBIAN Blotting Papers

Ask your Stationer

The Eaton Dikeman Co. Lee, Mass.

MAXIM

Antiseptic
Telephone
Mouth Piece



MAXIM TELEPHONE MOUTH PIECES
MAXIM CHECK STUB HOLDERS
MAXIM MOISTENERS

Now Manufactured by
Frank A. Weeks Mfg. Co. 93 JOHN ST
N. Y.

SLATED CLOTH



Globes, Erasers, Alpha Crayon and
other School Specialties.

The Original Andrews Dustless Eraser

BLACKBOARDS

Portable, Reversible, Framed, Roll-Up

HYLOPLATE

WEBER COSTELLO CO.
Chicago Heights, Ill.

Successors to School Supply Dept. of A. H. Andrews & Co.,
Chicago, Manufacturers for the Trade only.



Tally and Guest Cards

are not a little time with us. We are specially awarded with an on constantly supplying the requirements of Twenty Years of success and conscientious effort in the requirements of the Stationery Trade. This is the best reason. Why our productions appeal to the most fastidious taste.

Samples on Request. No charge.

Leubrie & Ells

18 East 11th Street New York

IF YOU DID NOT KNOW THIS

Cesco

THINK LEAVE SAMPLE PROPOSITION

**NOW
IS THE TIME
TO
INVESTIGATE**

Manufacturers of Stationery and Stationery Supplies with a complete line of goods, we have been in the market for many years. Our goods are of the highest quality and are sold at the lowest prices. We have a large stock of goods on hand and are able to fill orders promptly. We are now offering a special proposition to our customers. We will give you a sample of our goods free of charge. This is a chance for you to see our goods and to test our quality. We are sure that you will be satisfied with our goods and our prices. We are now offering a special proposition to our customers. We will give you a sample of our goods free of charge. This is a chance for you to see our goods and to test our quality. We are sure that you will be satisfied with our goods and our prices.

THE FOLLOWING INFORMATION IS FOR YOUR INFORMATION AND TO GUIDE
YOU IN ORDERING AND ORDERING IN THE MARKET. SEND FOR A COPY.

The C. E. Sheppard Co.

Manufacturers of Stationery Supplies

1010 Fulton Street

New York, N. Y.

Franklin Paper Co.,
BOSTON, MASS.

Manufacturers of
INDEX BRISTOLS, WHITE BRISTOL
BLANKS, ETC.

BIG BARGAINS (In Regular Goods Not Job Lots)
7,000,000 IMPORTED
POST CARDS and BOOKLETS

Remember that these are not booklets. They are booklets and are being sold to the trade at prices that cannot be beaten. Send for the full list of goods.

Manufactured and **JOSEPH KOEHLER, Inc.** Forty-four Years at
the same place. 240 West 14th Street, New York City.
Write for Full List. Call or send for Catalogue.

Cooperation with the Dealer

is the groundwork of the plan for
selling

Carter's Inks

Display goods put up in attractive
packages with aids for the dealer
in displaying these inks a steady
profit from your ink counter.

Feature Carter's



ACCEPTABLE GIFTS

DAYLOGUES
Are Perpetual



"A diary, that
is good for all years—"

MADE ONLY BY
KIGGINS & TOOKER CO.
35-37 PARK PLACE, N. Y.

Mr. Stationery Dealer Don't Miss Your Share



of this trade. We
will help you get
it by furnishing
you with the most
valuable matter of
our products. **THE**

Write us to-day.

The Detroit Coin Wrapper Co.
Detroit, Mich. Toronto, Ont.

PAPER KNOWLEDGE

Because of the Variety of Cardboard Used in Filing Systems the Stationer Should Know About Such Raw Materials.

Quite a variety of different styles of card and board are used in the preparation of material for filing systems. Naturally enough, certain types of systems call for the highest quality, others for cheapness; or again, certain inherent characteristics are requisite for special purposes. Hence it is necessary to cover quite a wide range of qualities and grades in order to meet the various demands. It is incumbent upon the stationer to be well acquainted with the peculiar characteristics of the cards and

machine except that no traveling wire is needed. Instead, a set of wire covered cylinders is used, varying in number according to the thickness of card or middle it is intended to produce. These cylinder moulds each pick up and carry forward a web of pulp, the various webs all uniting and passing under very heavy press rolls, which compress the units into one solid sheet. This is then dried over heated cylinders in the usual way.

There is another method by which single sheets of middles (or millboards, boxboards, &c.,) are produced. This consists in using the single board machine, in which case a single cylinder revolves, partly dipping in the pulp mixture. The wire mould covering the cylinder picks up and carries round, a

sheet and the web rolls in and the specific number of sheets in the web up. Pastedboard, or simply called, will not hold without cement considerably, even if several sheets are to wear and tear in use.

Pulpboard may be very cheap in cost, according to the size of mill used in the manufacture. Unlike pastedboard, pulpboard when seen shows an interior of consistent color with its outside, and furthermore, when cut against light and looked through it appears translucent (see photograph).

Pastedboard under certain conditions appears opaque. Pulpboard is manufactured in the single sheet to the full middle thickness, or several times as stout substantiation, but in any case the material throughout is identical. Stationer

OLD FAVORITE

Waterman's

Ideal

Fountain Pen

GIVE THE GENUINE \$2.50 UPWARDS

THIS SIGN, LIKE PICTURES OF SANTA CLAUS, REAPPEARS ABOUT THIS TIME EACH YEAR. THE TRUTH BEHIND

boards he is likely to come in contact with. The grades we will here refer to, are pasteboard, pulpboard, cardboard, ivory board, bristol board and manilla board, all of which are largely made use of for filing systems.



PASTEBOARDS.

Pasteboard is the cheapest grade, although the price is largely dependent upon the quality of the middles. If a piece of pasteboard is torn so as to show plenty interior, it will always be observed that the surfaces are much whiter than the inside. As the name implies the outside white sheets are pasted on to an inferior quality (or grey) middle. The mode of manufacture is to produce the cheap middle on a continuous board machine. This machine somewhat resembles the Fourdrinier papermaking


film of pulp, the water being admitted through the wire and carried away. The fibrous sheet is transferred from the wire to a traveling felt and re-transferred again to a top felt. Several layers are deposited until the desired thickness is attained, when the sheets are pressed and glazed to requirement, or left unglazed in the case of middles. Obviously, the continuous method is the cheapest and quickest, although the thickness to be obtained is a chief factor. By the continuous machine method, the outer sheets of good white quality printing are added to the middles, thus producing pasteboard. All pasteboards are therefore detected by the dirty interior on tearing. The terms of thickness, as 3-sheet, 4-sheet, and so on up to 12-sheet, are merely indicative of sub-

stantly performed with or without glazing, and no further edge treating. The wear and tear depends largely upon the quality, which may be judged by constant tear and joint look-through. The surface should be very uniform and smooth, making good printing, or fine printing, as may require. In using the pulp, colored boards are produced where an colored pasteboard is substituted on the exterior only, the inside still remaining grey inside.


Cardboards are a superior quality, either of pasteboard or pulpboard thus formed of several layers, and consequently offering numerous advantages in either all one quality with no inferior inside. The higher grades are consistent throughout and are well suited to offer a firm, strong handling quality. The


"HARD POINT IN WHITE BLUES"
 ONE - SINGLE



(SPECIAL) (SPECIAL) (SPECIAL)



(SPECIAL) (SPECIAL) (SPECIAL)



(SPECIAL) (SPECIAL) (SPECIAL)

WITH THE FINEST ENGLISH
 SYSTEM & DESIGN PLANS

A. W. FABER & CO.
 11 Nassau St., New York City

TATUM

LOOSE LEAF PHOTOGRAPH ALBUMS



ADJUSTABLE and EXPANSIVE EASY TO OPERATE
 NO PROJECTING SCREWS CONVENIENT and DURABLE
 When opened, its perfectly flat

Style Queen—Full Black Seal Grain Leather Style Buckeye—Full Black Walnut Grain Kestrel
Stone Cloud Gray or Black

Ask for our complete Loose Leaf Catalog No. 27-E


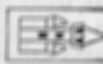
THE SAM'L C. TATUM CO.

MAIN OFFICE AND FACTORY
 CINCINNATI, OHIO



NEW YORK OFFICE
 180 FULTON STREET

MAKERS OF "THE LINE OF TRUE MERIT"

The standard of pencil excellence
A. W. FABER  **"CASTELL"** 
 The most perfect writing and drawing
 equipment it is possible to produce.

Oldest and Largest Lead Pencil Factory—Established 1761
A. W. FABER, Newark, N. J.

A 45 Days Record

How many steel pens will
 you find that will stand up
 and do the work of

MASON PENS



J. A. Mason, Captain of First
 National Bank, Cincinnati, Pa.,
 writes as follows: "I used on over
 45 pens. No one could
 compare to the 45 days of con-
 tinuous use. If they are not
 better, write them up."

A WORLD BEATER

So up to you, the stationer,
 to send to the end of the world
 and bring up the sample

W. J. MASON CO., Salem, N. H.

A NEW STYLE LOCAL VIEW POST CARD

PANEL MONOTONE.

\$5.50 PER 1000

DIFFINELY DIFFERENT from
 any other style Local View.

QUALITY the same as all our other
 high grade products. Every card we
 make is an advertisement for us.

FOR THIS REASON keep cards
 all ready.

SOME PROMPTS ARE SUGGEST
 in Quick selling Cards. Therefore, try
 keep cards and make more money.



Made to order from good Photo, any size.

SATISFACTION GUARANTEED.

FULL SAMPLE ASSORTMENT UPON REQUEST.

E. C. KROPP CO.

230 JEFFERSON ST.

MILWAUKEE

ESTABLISHED SINCE 1888.

IVORY BOARDS.

The polish and transparency are imparted by finishing the sheets through heavy steel rolls, the surfaces of which are bees waxed. Compared with pulpboards, ivory boards are far more transparent, much harder, and more highly glossed. Held to light, the look through is pure and causes pulpboard by comparison to appear dull and almost dirty. Owing to the hardness of the boards, folding occasionally presents a difficulty, their being a danger of cracking result-

ing. Scoring must always be resorted to, to help the process and give a perfectly clean fold. Owing to the hard sized nature of the surface, this class of board offers a beautiful opportunity to the pen writer to excel himself, the chief trouble being an occasional resistance to quick drying. Very similar, but even higher class, is the grade known as bristol board, so called because it is said to have been first introduced at Bristol. This quality is not so transparent as ivory board, and usually possesses a duller finish, being occasionally matt textured.

BRISTOL BOARDS.

It may be here remarked that ivory boards may be had with matt or dull finish, but this is a recent innovation and somewhat transgresses the original term. Bristol boards form the toughest, strongest, most durable and most expensive material resorted to for the manufacture of cards, &c., for index systems. The corners rarely break, never split into sections, and small cards have an exceedingly long life. When laying against one another, ivory cards have a

tendency to show the greatest amount of back-scratching coming in the form of a "back-scratching" gesture. This gesture is a form of communication which is used by the animal to show its submission to the dominant animal. In social animals, the back-scratching gesture is a form of communication which is used by the animal to show its submission to the dominant animal. In social animals, the back-scratching gesture is a form of communication which is used by the animal to show its submission to the dominant animal.

Finally, a class of board is made by the manufacturers of gunite pipe, using a manilla board, usually half inch thick colored. In making the material they which they are made made to some hemp. This is about the strongest one known, but does not give a good color, hence the half or one-inch nature of the color. There is no good fiber and however, work with a thin fiber taking its place, being that a color, half finished, or left unfinished. In any case good strength is the note of the product. When using it is essential that the size of the card should be the length of the card. The section of the gunite card with its own thickness and strength, about 1-2 inch to paste two or three thicknesses of manilla board together. (Others, which stock may be pasted in the middle of high quality natural colored board for the foundation is made—there is a index in the Standard Paper Book.)

On Wednesday of next week the annual office show organized by the Chamber of Association of Tuguegarao, Inc. will be opened in the rooms of the International Company and continue until December 4, 1911.

WANTS AND NEEDS 2001-2[illegible]

Free info—Visit our Web site at www.hilltop.com today. Hilltop's new membership is expanding. It's now open to you. To learn the details, visit our Web site at www.hilltop.com today.

[illegible]

ACTIVELY WORKING in the oil industry, there's little of that "oil-slick" image you've probably imagined in the past with oil. Thanks, says executive vice-president,

The 1990s have been a decade of change for the world's major powers. The United States, the Soviet Union, and China have all undergone significant transformations. The United States has emerged as the world's superpower, while the Soviet Union has collapsed and China has emerged as a major power. The 1990s have also been a decade of conflict, with the end of the Cold War and the beginning of the Gulf War. The 1990s have been a decade of progress, with the end of the Cold War and the beginning of the Gulf War. The 1990s have been a decade of progress, with the end of the Cold War and the beginning of the Gulf War.

Thompson Smith Co.

**263 Fifth Avenue
Cor. 29th Street
NEW YORK**

Dainty and Different

Greeting Cards

in envelopes for

Xmas and All Seasons

Samples sent on request

Special for 1912

Valentine Cards

Hurds Royal Red Stock

St. Patrick Cards

Hurds Royal Green Stock

The kind we have made so popular

\$ 3.00
per 100



MANN'S COPYING BOOKS AND PAPER

Established Lines to Meet Every Requirement Exclusive Agencies Will Be Established

WILLIAM MANN COMPANY, Manufacturers
PHILADELPHIA

LOOKS A \$5.00 VALUE

My \$2.50
Seven Piece

BRASS DESK SET

\$15.00 Per Doz. \$1.35 Each

Each in Carton

12 Sets in Case

Anti-warp desk pads with padded
"moire" backs. Brass or leather
corners. Write for prices.

All Jobbers Carry Them

F. L. HARDING, 508 Broadway, N. Y. (The Harwood Line)

L & C HARDTMUTH'S "KOH-I-NOOR" TRACING CLOTH

In Rolls 24 Yards Long

30·36·40

42·48 & 54

Inches
Wide.



Extra
Transparent.

Resists Ink Perfectly.

Retains a Dry Surface.

Is Uniform in Shade.

Free from Pin Holes.

Specially Adapted
for Photo Copying.

INDISPENSABLE TO
ARCHITECTS & DRAUGHTSMEN

"Get Into the Game"

Under the above title some valuable bits of philosophy are tersely said by George J. Whelan in a recent number of *Fabrics, Fancy Goods and Notions*.

"The game" is anything worth while that a fellow puts his whole heart into, says Mr. Whelan.

Our business is a game—one of the fastest that ever centered the energy, the ambition, the strength and the brains of men. Are you in it?

If not, you can't win.

And if you are not in the game you can't expect to win.

To win, you must keep your eye on the ball as the batter does at the plate, or the golfer does at the tee.

Just doing what you have to do, because you have to do it (and are paid for doing it) is not being in the game.

Of course, you know that.

Whatever your position is, be sure that you are going to make it better. Make your work so good that you can't be overlooked. Never fear for the result. Hundreds of eyes are on you, and if some of them miss seeing the stuff you're made of, others will light on you when you least expect it.

So, above all things, don't mistake a four-flush for a ten-strike.

If you ever saw a football game, you've seen fifteen or twenty husky fellows in a tangle, tearing up the earth in a wild struggle for supremacy. Then, all of a sudden, someone wriggles out of the mass, and with the ball in hand is making for the goal as if the devil himself was after him.

The next day all the world knows what a Ted Coy has done.

Nothing can keep down a man who is better than the rest, no matter what kind of a game he happens to be playing in. Others can cut capers around him, knock him off his feet, pile on top of him, but as sure as Fate he'll fight his way out and be in at the finish.

Now, that's being in the game.

Are you in it?

Or are you wondering when the man with the medals is coming along to pin a big one on your noble breast?

Are you "getting tired of waiting for a chance"?

You are pretty sure to put your case that way if you are not in the game.

We are only sorry for you if this is the way you feel. Then you are not in the swing. Once you get the notion that somebody is pushing ahead of you, you are out of step. In this state of mind you can't possibly help but sulk, and you can't sulk and play the game.

Wait your turn, even if it does not come as quickly as you think is your due.

Always be within call when you're wanted, and be there with the goods all the time as the rules of the game require.

Then you'll win.

ST. LOUIS, MO.

BALTIMORE, MD.

F. WEBER & CO.

1125 Chestnut Street, PHILADELPHIA, PA.

Manufacturers, Importers and Dealers in

ARTISTS' MATERIALS AND DRAUGHTSMEN'S SUPPLIES

We have made up for the HOLIDAY SEASON a large assortment of Outfits in neat and attractive boxes, making useful and acceptable **CHRISTMAS PRESENTS** and comprising the following Outfits:



Oil Color Outfits - \$1.50, \$2.60, \$3.50, \$5.00
Students' and Children's Water Color Outfits

\$1.75, \$2.00, \$2.25

Artists' Water Color Outfits

China Painting Outfits - \$3.00, \$3.50, \$4.50, \$5.75

Stenciling and Tapestry Painting Outfits, \$1.00, \$2.50, \$3.50, \$5.50, \$7.00

Pyrography Outfits - \$1.25, \$2.00, \$3.25, \$3.50, \$4.25

Pastel Outfits - \$3.00, \$4.00, \$5.00

Modeling Outfits - \$1.00, \$1.75, \$2.25

Mechanical Drawing Outfits - \$3.00, \$3.75, \$4.75

LARGER AND MORE COMPLETE OUTFITS MADE UP TO ORDER

Brass Craft Outfits and Articles for decorating
New PYRO-BRASS Craft Articles
Water Color Paint Boxes of every description
Mathematical Instruments of all qualities

List of "Holiday Suggestions" mailed on request.

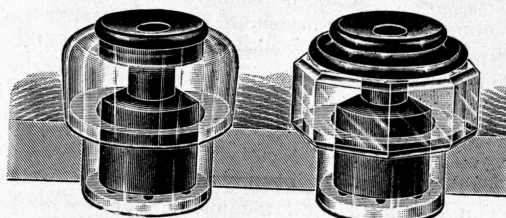
Liberal discount to the trade.

Modeling Tools, Stencils and Stencil Colors, Brushes, etc. Write for Catalogue of Artists' Materials, Vol. 325

NEW STYLES**Sengbusch Inkstands**

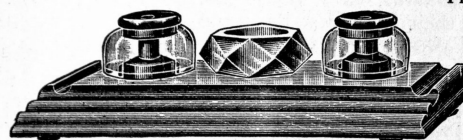
To set into desk or base.

Low and attractive outfit.



No. 6—2¼ in.
Price \$1.50

No. 7—3 in. Cut Glass
Price \$2.00

FAST SELLERS

No. 151—Oak, for Single Desk, \$5.50

Write for our

LATEST CATALOGUE

Illustrating all styles, as well as a complete line of bases for both single and double desks, in oak and finest mahogany.

**DON'T FAIL TO PUT IN A COMPLETE ASSORTMENT AT ONCE
IT MEANS BUSINESS FOR YOU**

Sengbusch Self-Closing Inkstand Co.

1310 Montgomery Building

Milwaukee, Wis.

THE HOUSE OF HARDTMUTH.

The Evolution of the Lead Pencil is Inseparably Connected with Distinguished Austrian House.

As the philosopher and the grown-up sister have so frequently reminded us, it is in this life "the little things that tell," says *The Stationery World*, of London, Eng. The part played by many apparently unimportant trifles in everyday life is such that their abolition can hardly be conceived with equanimity, and the value in this connection of the harmless necessary pencil is strikingly borne in upon one by a perusal of the pencil's history recently issued by Messrs. L. and C. Hardtmuth, Ltd., and by an inspection of the handsome new premises which the firm has fitted up at Koh-i-noor House, Kingsway.

HARDTMUTH DATES BACK TO 1790.

The connection of Messrs. Hardtmuth with pencil production dates back to 1790, when Josef Hardtmuth, the founder of the firm, invented the process for mixing finely pulverized refined graphite with clay, and thus obtaining varying degrees of hardness, which had been found impossible before. Prior to that time, however, the pencil had had some centuries of interesting history.

THE EARLIEST TRACE OF THE LEAD PENCIL.

The earliest trace of anything resembling the lead pencil of commerce is found in the middle ages, when lead in the shape of discs or angular pieces was used for the purpose of drawing lines. In the fourteenth century designs were scratched, rather than drawn, on a smooth surface covered with chalk or powder, the instrument employed being an oblong piece of lead or silver, and by the beginning of the 15th century there was produced in Italy a mixture of lead and tin which rendered possible the production of drawings—as that term is modernly understood—which were capable of being effaced. With chalk and red crayon it was possible to accomplish some excellent results, and this form of production continued until the middle of the eighteenth century—the year 1764, to be exact—when there commenced the development of the drawing instrument, producing distinct marks and shades easily capable of erasure.

THE FIRST GRAPHITE PENCIL.

The above was the direct result of the discovery of the black lead mine in Borrowdale, Cumberland. In the same year the first graphite pencils were made in the form in which we now know them, by sawing the graphite into small lengths and enclosing them in wood. In this form they were regarded as veritable treasures by artists, and sold at prices which today would appear almost incredible. A pound of the graphite cost £7, and the exportation of

the raw material was strictly forbidden, but it was not long before the Borrowdale mine was exhausted. Various attempts were made to utilize the graphite not directly serviceable by pulverizing, refining and hardening, glutinous matters being added in order to obtain a substance suitable for pencils. All efforts were, however, fruitless, and the failure severely affected, among others, the pencil manufactories which had sprung up in France and Bavaria, and which were faced with the necessity for procuring or producing a better material for their pencils.

JOSEF HARDTMUTH ENTERS PENCIL BUSINESS.

It was at this period, in the year 1790, that Josef Hardtmuth in Vienna, contemporaneously with Conté in Paris, came to the rescue with a discovery which opened up a new field in pencil production. The son of a cabinet-maker, Anton Hardtmuth, and born at Asparn, Lower Austria, young Josef early developed gifts above those of his fellows, and after studying at the school of Architecture in Vienna—where he designed the plans for the monumental palace of Prince Leichtenstein—became in turn architect and Ducal Director of Architecture. Turning his attention to the question of pencil production, he discovered the possibility of producing a substance of different desired degrees of hardness by mixing the finely-pulverized refined graphite with clay, and the direct result of the discovery was the foundation of the pencil and earthenware manufactory in Vienna, which quickly rose to fame. In 1828 Carl and Ludwig, the sons of Josef Hardtmuth, succeeded him, and on the death of Ludwig in 1861 Carl continued to manage the business. The increased cost of manufacture in Vienna led to the removal of the factories to Budweis, in Southern Bohemia, and here Carl Hardtmuth and his son, Franz von Hardtmuth, continued to develop the business, which was assisted greatly by the scientific acquirements and aptitude of Franz. It was his inventive genius and practical knowledge which produced the world famous Koh-i-Noor pencil, and his three children—Baroness Herring von Frankensdorf, Countess Lamezan-Salins and Franz von Hardtmuth—are the present heads of the business, which under their auspices has undergone many improvements and additions of recent years. Mr. Franz von Hardtmuth and Count Lamezan are in active charge at the factory, while the financial interests of the business are controlled by Baron Herring.

Of the up-to-dateness of their policy there is no question, and a visitor to Koh-i-Noor House—which is also the English home and center for the Colonies and Europe of Waterman's Ideal fountain pen—cannot fail to be struck by the enterprise which is constantly displayed in taking advantage of every possible improvement, in the effort to meet an ever increasing demand for a good, reliable article.

HARDTMUTH PENCILS SOLD THE WORLD OVER.

In addition to the London house, there are branches in New York and agencies in the various British Colonies, and Continental houses are established in Paris, Vienna, Budapest, Prague, Dresden, Milan and Zurich. The firm's travelers cover the civilized world.

Anything approaching a complete description of the new showrooms and office at Kingsway, or of the factories wherein the world-famous Hardtmuth pencils are produced, is beyond the possibilities of the present article; but the magnitude of the business and conditions under which it is carried on and incline one, perhaps, less to wonder at the extraordinary record of progress and the enviable reputation which are proud possessions of this famous house.

What is Merchandising?

Merchandising means more than opening the store at a certain hour each business morning and closing the door at another hour each night. It means more than merely having clerks in attendance and stock on the shelves. It means a persistent plugging day after day by the old methods and new in a whole-hearted endeavor to pave the way to better things. It means an absence of a soul-dampening spirit of gloom, a banishment of cobwebs both in brain and shelving, a dismissal of dead wood and an influx of live blood. Get going, Oh, ye who have it in you, for the fruits of earnest endeavor are for the man-sized mortals who are strong enough and big enough to bridge over the bad places and build for continued betterment in this new era of modern merchandising.

Pointers About Advertising

Somebody recently evolved this epigram: "When business is good, advertise some to get more business. When business is bad, advertise more to get some business." A good saying to remember, there is sound sense in it.

Would you think it wise, on a set date, to "appropriate" a certain sum for medical attendance and a certain sum for legal services for the ensuing year, and to refuse to exceed that appropriation, no matter what happened? Probably not. Neither should you make a hard-and-fast can't-be-exceeded advertising appropriation—and for precisely the same reasons. This "appropriation" nonsense has done a lot of damage.

Your advertising should not tell the people why you ought to sell your goods, but rather why they ought to buy them. That is the broad distinction which marks the difference between advertising which merely brags and advertising which sells goods.

FANCY GOODS

Selected lines of Fancy Goods specially
adapted to the Stationery trade

A. L. SALOMON & COMPANY

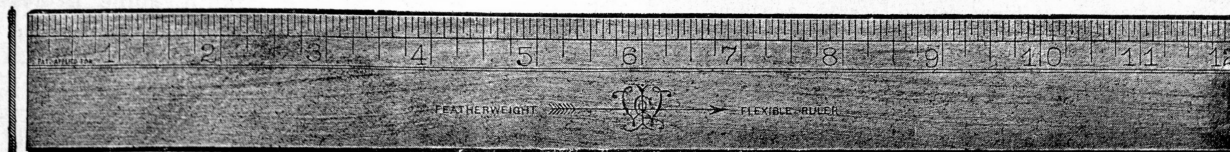
[Wholesale Stationers

Aluminoid Pens

345-7 BROADWAY, NEW YORK



THE FEATHERWEIGHT FLEXIBLE RULERS



Entirely New—Flexible Ruler, Check Cutter, Book Mark and Leaf Cutter. Made of carefully selected Hard Maple and White and Black "Flexite," a material more flexible than rubber. The Wholesale Trade handling these goods will be supplied with special imprint circulars descriptive of same.

WE SELL TO THE JOBBER ONLY. WRITE FOR CIRCULAR AND PRICES.

WESTCOTT-JEWELL COMPANY, Ruler Makers, SENECA FALLS, N. Y.

OUR LINE OF SCHOOL AND OFFICE RULERS IS COMPLETE. HAVE YOU OUR ILLUSTRATED CATALOGUE? IT IS TO BE HAD FOR THE ASKING. W. S. TUTTLE, GEN'L SALESMAN.

**We Have Moved Our Brooklyn Factory and
New York Office and Salesrooms to**

316 HUDSON STREET (Near Spring Street)

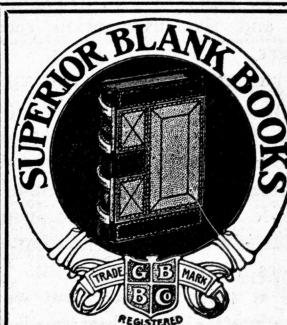
OUR NEW TELEPHONE NUMBER IS 7697 SPRING

A Complete Stock of All Numbers on Hand

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"SUPERIOR" BLANK BOOKS

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IT'S THE "WEARING QUALITY" SERVICE

That Makes Our Playing Cards Most Popular



The American Playing Card Co.'s products have the proper slip, perfect finish and elasticity, that makes dealing satisfactory and the evening a pleasure.

We manufacture all grades—from a cheap Steamboat to a fine illuminated back card in four and five colors. Have a large and varied assortment of designs to select from.

Closely associated with one of the largest and best known paper mills in the country, our special stock is grade for grade unequaled by any other manufacturer. Samples and prices on application.

THE AMERICAN PLAYING CARD CO., Kalamazoo, Mich., U. S. A.

FILES AND FURNITURE

An Interesting Report on the Much-Dis- cussed Question of Whether It Pays a Stationer to Handle the Line.

The Committee on Files and Office Furniture of the National Association submitted the report printed below at the Buffalo convention.

In undertaking to submit a report on files and office furniture, your committee realized the difficulty of evolving anything particularly interesting, in view of the comprehensive reports of former committees on this subject.

We recalled, however, the fact that at our last convention the only phase of the question which seemed to excite any interest or provoke any discussion, was confined to a debate on the subject of discounts from the fixed advertised selling price of the manufacturer of filing device.

The discussion showed a difference of opinion on the part of manufacturer and dealer, as to what constitutes an adequate percentage of profit.

NO PROFIT IN THE LINE.

Several dealers claimed that the cost of handling filing devices was not less than 30 per cent., and at an average discount of about 30 per cent. from the advertised selling list, it was manifestly impossible to handle this line of goods profitably.

The *questionnaire* of your committee was formulated with the view of securing some authentic information on this subject.

The result of our efforts in this direction, we regret to say, has been disappointing, and the information received quite meagre.

THE COST OF HANDLING THE LINE.

Few dealers seem to have separated their office furniture from other departments, consequently they have no definite means to determine their percentage of selling expense on this particular proposition.

The consensus of opinion among the dealers is that 40 per cent. from selling price is about adequate, but we are unable to understand how they reach this conclusion.

Quoting from some of the answers received from our *questionnaire*, one dealer to question No. 1 ("Have you a separate filing cabinet department?") answers "No." To question No. 2 ("Give your cost (in percentage) of doing business in this department"), he answers, "28 per cent." His answer to question No. 7 ("What would you consider an adequate discount?"), is "50 per cent."

Another dealer gives his cost of handling the department at 10 to 15 per cent., and his idea of a fair discount is 40 per cent.

Just such replies as the above (and we could quote quite a number) emphasizes the necessity for departmentizing the office furniture business.

Certainly it is impossible to fix the proper selling price unless we have some means of knowing the percentage of expense incurred in marketing the goods.

MAKE IT A SEPARATE DEPARTMENT.

We would reiterate what a former committee has advised, that is, the office furniture and filing department should be separated completely from the miscellaneous stationery department. It should preferably be handled on a separate floor. Furthermore, it should be distinctly organized as a department with a special manager and selling force.

We believe that any stationer who contemplates handling this line of office appliances in any other way would be better off by discarding the line altogether and devoting the floor space to other articles of merchandise.

From the information received, one thing seems apparent, and that is, generally speaking (of course, there are always exceptions), the office furniture and filing device business is not today a business of profit with the stationer.

DISCOUNT SHOULD BE 40 PER CENT.

Of course, on general principles, an advance in the discount to 40 per cent. from the selling list would undoubtedly help some, but this is a matter which we necessarily must leave to the good judgment of the manufacturer. We recommend to his most serious consideration this most important feature of the business. Undoubtedly, he realizes that the success or failure of the dealer goes hand in hand with the success or failure of the manufacturer.

And this brings us to the question of co-operation. We think the average dealer in filing devices is sadly lacking in the effort of co-operation with the manufacturer.

We know that the manufacturers of filing devices are spending, in some cases, vast sums of money to educate the buying public to the advantages of their products. Does the average retailer, as the agent of the manufacturer, realize this valuable asset? We fear not. The numerous printed folders and catalogues he accepts as a matter of fact, and as his due. We believe that by judicious co-operation the dealer can make the general advertising of the manufacturer much more effective. He can supplement it in many ways, such as local advertising, posters, window displays, etc.

SUPPLEMENTAL ADVERTISING BY DEALER.

One of our leading manufacturers of filing devices, realizing the value of co-operation, is endeavoring to stimulate the dealer to supplemental advertising. With the appearance of a magazine advertisement on a set date the dealer is asked to paste on his show window beautiful enlarged copies of the advertisement in the shape of posters (which are furnished by the manufac-

turer). These posters are very attractive, and appearing coincidentally with the magazine advertisement, are bound to bring good results.

While the manufacturers certainly owe certain consideration to the dealers, on the other hand the dealer should not forget that the manufacturer is also entitled to something in return, and that the obligations are not all on one side.

Referring to the question of steel furniture, the replies received seem to indicate a healthy increase in the demand, and it would be well for dealers to keep in touch and well posted on this class of filing devices. Respectfully submitted,

(Signed) SANDERS J. THALHEIMER,
Chairman.

A. C. TOBIN,

Committee on Files and Office Furniture.

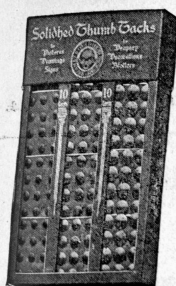
For the Stenographic Profession

Willard B. Bottome, one of the most distinguished stenographers and an official of the New York Supreme Court, who is the holder of some of the world's greatest speed records, has recently published a very comprehensive and valuable book entitled "The Stenographic Expert." The book is introduced to the stenographic profession with the hope that the editor has opened the door to a more liberal attitude on the part of reporters towards the education of the younger element in the essentials of first-class shorthand reporting. We have no doubt there are many of our readers who are interested in this art, and who will be glad to know of this valuable publication.

Mr. Bottome officially accentuates his preference for a good fountain pen in all stenographic work. The following paragraph from his book refers to stenographic penmanship:

CULTIVATION OF A GOOD PEN MOVEMENT.

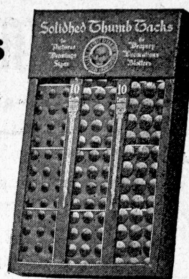
A light touch is conducive to speed. The lighter the stroke on the unshaded characters, the better the chance of distinguishing those which are shaded. The copying system recommended in the paragraph in this chapter, entitled "Systematic Practice," tends toward the cultivation of this light stroke, if the suggestions therein given are carried out. The pen should be held as lightly as possible between the thumb and the forefinger. It is not necessary in shading to make a deep stroke, but only sufficiently heavy to show the distinction. Some reporters, when the speed gets high, have a habit of bearing down heavily on the pen. If you practice on the making of light lines, using a good quality of paper, you will find not only an ease in writing, but a decided tendency toward greater speed."



It's the Solidhed Display That Sells Tacks



HAWKES-JACKSON COMPANY, Makers, 38 Murray St., NEW YORK



ESTERBROOK'S STEEL PENS



Standard everywhere for nearly fifty years.

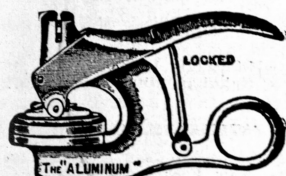
150 varieties in fine, medium and broad points.

SAMPLES AND PRICES TO THE TRADE ON APPLICATION.

WORKS, CAMDEN, N. J.

THE ESTERBROOK STEEL PEN MFG. CO.

95 John Street, New York

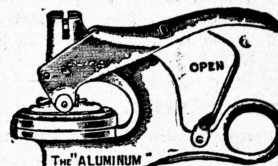


WE NOW FURNISH A NEW PATENT LATCH LOCK WITH THE
MOST POPULAR **POCKET SEAL** ON THE MARKET

The "ALUMINUM"

WEIGHS ONLY 10 OUNCES

SIZE OF DIES 1 1/2" DIAMETER



Sold by All Up-to-Date
Dealers, or Write to

MEYER & WENTHE, Engravers, For Trade Discounts, 31 N. Dearborn Street, CHICAGO

HARTSHORN SHADE ROLLERS
ARE NEVER DEAD STOCK



Notice name on label and be
sure you get the genuine

STEWART HARTSHORN CO.

Office and Main Factory,

E. Newark, N. J.

TYPEWRITER RIBBONS AND CARBON PAPERS

You've tried the rest, now try the best

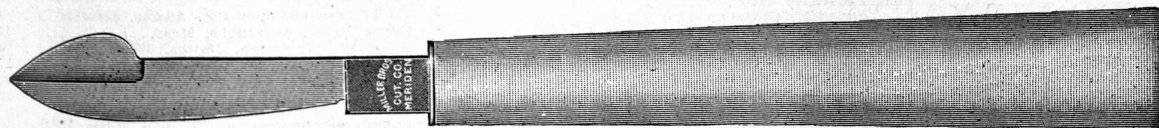
Manufactured by

THE S. T. SMITH CO., 11 Barclay St., New York

Also a Complete Line of Typewriter Linen Papers and Manifold Flimsies



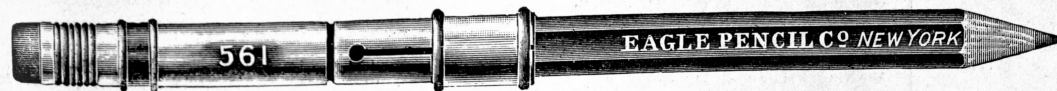
MILLER BROS.' INK ERASERS are the Standard



Made in
different shapes
and handles
of all styles

For sale by all leading Jobbers and Commercial Stationers

EAGLE POINT PROTECTOR WITH PENCIL NO. 561



EAGLE PENCIL COMPANY

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NEW YORK

(Reg. U. S. Pat. Office)

Put up 1 dozen on a card and
half-gross in a carton. Gilt Point
Protector, with movable clasp, red
ring and red rubber, containing
yellow polished hexagon pencil 6
inches long. Length of protector
2 3/4 inches.

UNION ENVELOPE COMPANY

Makers of DUPLEX CHURCH COLLECTION ENVELOPES

Makers of All Kinds of Envelopes

LET US SUBMIT QUOTATIONS.

RICHMOND, VA.

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All Advertisers are entitled to one insertion under proper heading. Extra insertions, \$5.00 Per Annum. Extra Headings, \$10.00.

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L. & C. Hardtmuth Co., 34 East 23d St., New York. bet. 12 and 15

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W. L. Mason Co., Keene, N. H. 29

STATIONERS AND PRINTERS DINE.

(Continued from page 39.)

the cutters and the pasting machines. Capital views both fixed and moving were shown of the storing of stock on poles or in lofts and bays and finally the skilful packing and labelling.

When President William H. Brooks, of the Stationers' Association, moved a vote of thanks to the Craftsmen and to Mr. Dearden it was given with unanimity.

The Miehle Press in South America

Mr. Sigmund Krausz, of the Miehle Printing Press & Manufacturing Company, of Chicago, has lately returned from an eight months' journey in Mexico, Costa Rica, Panama, Ecuador, Peru, Bolivia, Chile, Argentine, Uruguay, Paraguay, Brazil, Venezuela and Cuba, where he investigated the conditions of the printing business in general, visiting newspapers and job printers and getting valuable information of technical and graphic nature.

The trip was undertaken with a view of looking up Miehle presses working in customers' shops in those territories, to renew old established relations and to form new ones in the interest of his concern which, he found, aside from the manufacturers of newspaper rotary presses, the only American factory enjoying an enviable reputation as a quality producer in two revolution flat-bed presses.

"It is no exaggeration," says Mr. Krausz, "when I say that there is hardly a printing establishment in all the countries I visited where the Miehle is not

favorably known and spoken of, and when it comes to shops where they are in use I was made proud by the unstinted praise bestowed on the economical performance, efficiency and durability of our presses.

"As an example I may quote six Miehle presses of large size which have been working day and night for over six years in the big establishment of 'Zig-Zag,' the most important publishing office in South America, which has printed its five magazines on these machines during the period mentioned, without necessity for any repairs whatever and under continuous pressure of 2,000 to 2,200 impressions per hour.

"A similar testimony was given by the Compania General de Fosforos, the largest printing office in Buenos Aires, where several Miehles have also been employed since 1904, and the most practical proof of entire satisfaction has been given by our receiving last summer orders for four new machines from these two houses.

"I could quote similar instances from Mexico, Cuba and other Latin-American countries, but we are not given to blowing our own horn too much. On the other hand, I regret to state that American manufacturers in general, with the exception of well-known indispensable specialties, such as agricultural machinery, typewriters, etc., are not looked upon with much favor on account of reluctance of our manufacturers to comply with South American business methods, faulty packing, and—what is most deplorable—shipping goods not in strict accordance with samples.

"As to the business of printing machinery, in general it is the Germans

who have the upper hand at present, having crowded out the French, who at the opening of the market some thirty or forty years ago almost had the monopoly of it. British manufacturers sell here and there a few machines to English printing establishments, and some Italian presses are going to countries with large Italian population, such as Argentine and Brazil. Once in a while a Belgian machine is seen, too, but the bulk of presses, as I said before, comes from Germany.

"In this connection I must mention a fact; and that is that most of the foreign two revolution presses which, with the advance of the graphic arts in South America, have been lately imported there, show more or less ill-designed attempts to imitate the bed motion and other features of the Miehle, which have made it the undisputed leader in modern flat-bed printing presses.

"After all, imitation is the most sincere flattery."

W. A. Pike, vice-president of the Eaton, Crane & Pike Co., Pittsfield, Mass., spent last Saturday in Chicago looking over headquarters matters here with Manager Adams. He went to Milwaukee on Monday, returning Tuesday morning, and proceeding east to Pittsfield on Tuesday afternoon.

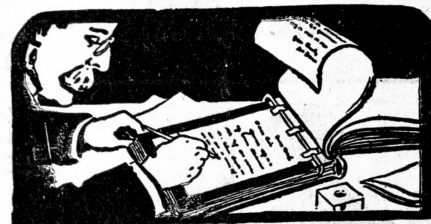
James B. Fisher has recovered sufficiently from his recent illness as to enable him to be on the job again. He is back at the main store of the Tower Manufacturing and Novelty Company, 306-308 Broadway, New York, where he will be glad to see his friends hereafter.



EUREKA EYE SHIELD

SAVE YOUR BREAD WINNERS

The Eureka Eye Shade protects the eye on all sides. Made of Green Celluloid, neatly bound. Costs 25c each. Sold by all dealers. Manufactured by Chicago Eye Shield Co., 128 So. Clinton St. Chicago, Ill.



PEN CARBON BILL BOOKS

No Press No Water No Brush
Any Ink Any Pen Any Paper

Many of your customers would find

**THIS BILL BOOK A REAL TIME SAVER,
TROUBLE SAVER AND MONEY SAVER**

One writing for bill and copy in bound book a real record.
Write us today for price list and circular matter.

DITMARS-KENDIG CO.

278 Douglas Street, Brooklyn, N. Y.

TYPEWRITER CARBONS & RIBBONS



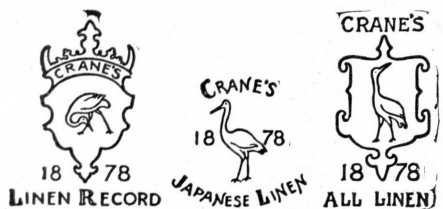
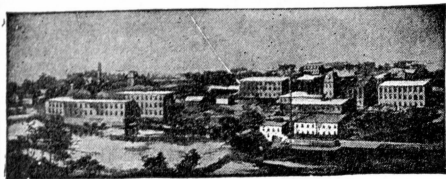
PERFECT SATISFACTION GUARANTEED

A trial order will explain why.

**INTERNATIONAL CARBON PAPER CO.,
206 BROADWAY, N. Y.**

AGENCIES: PHILA., KANSAS CITY, MO., LOS ANGELES, CAL., SEATTLE, WASH.
INT. CARBON PAPER CO. 22 C. Lee St., CHICAGO

Mills of **CRANE BROS.**
Westfield, Mass.
Manufacturers of
LINEN PAPERS with the
Famous Watermarks



YEAR BOOKS FOR 1912

Turn your attention to
diaries: these are the
active months in that
branch. Carry the diary
that's advertised:

**HUEBSCH'S
YEAR BOOKS**

B. W. HUEBSCH
225 Fifth avenue New York

The Christmas Number of The American Printer

is the best ever issued. It is a stocking filled with good things for the printer. Plenty of color to please the eye, specimens of fine printing and practical articles on subjects nearest the printer's heart. Features in the text pages include articles on imposition of broad forms, the cost of electricity in isolated plants, how a young man made a success of a small printshop, how an engraving and advertising house introduced a new trademark, about a handsome newspaper building, the camera in newspaper work, care of numbering machines, odd folders, the Christmas spirit in design, what a cost system showed in a large printing plant, machine composition (a new department), views of a large southern printshop, review of specimens, four pages in color of reset specimens, a page about practical bookbinding, an illustrated account of the convention of the Ben Franklin Clubs of America, cost congresses and organization activities in various cities. The usual news paragraphs also appear.

A Big Number — Do Not Miss It.

Send twenty cents for a sample copy of the December number now, or two dollars for a year's subscription.

OSWALD PUBLISHING CO.
25 CITY HALL PLACE, NEW YORK CITY

HIGGINS' WHITE DRAWING INK



Chas. M. Higgins & Co.

Originators and Manufacturers

INKS AND ADHESIVES

New York --- Chicago --- London

Main Office, 271 Ninth Street, } **BROOKLYN, N. Y.**
Factory, 240-244 Eighth Street, } U. S. A.

Is now ready for the market. It is a pure white ink, for pen lines or brush tints, and is waterproof when dry. Can be mixed with colored inks to make bright opaque tints. It will be useful in drafting and library work. Put up the same as our regular Drawing Inks.

HENRY LINDENMEYR & SONS

Our Standard Grades of Flat Writing, Writing Papers, Linens, French Folios, Fine Thin Papers and Manila Writings are Shown in the Blue Book. Send for it.

PAPER WAREHOUSES 32, 34 and 36 Bleecker Street **NEW YORK**
20 Beekman Street



In White and Colors

Unexcelled for Blackboard

Makes a Fine Soft Mark, Easy to Erase; Clean, Economical,
free from Grit

Packed in Gross, Half-Gross, and Quarter-Gross Lock Corner Wood Boxes, and in Assorted Packages

Manufactured by
THE STANDARD CRAYON MFG. COMPANY
DANVERS, MASS.

THE PHOTOMAILER

TRADE MARK

Patented June 26, 1900.
Trade Mark registered. You all know the famous T. & N. Photomailer. As a device for mailing photographs it is unequalled, and the dealers find it a splendid staple. We now supply cabinets for shelf use, as well as the mailers. Particulars on request.



The Thompson & Norris Co.
Concord and Prince Streets, **BROOKLYN, N. Y.**
Boston, Mass.; Brookville, Ind.; Niagara Falls, Can.; London, Eng.; Jülich, Germany.